

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 6, 1947



They look happy, the Ink Spots (shown above are Billy Bowen, Marb Kenny, Charlie Fuqua, leader Billy Kenny and manager Murray Nadell), and why not. Those smiles are for the \$15,000 a week they'll earn once they hit England for a six-week stay at the Casino Theater, London, starting September 1. They're shown here just before running into a union fracas which canceled the sailing of the S. S. America. Finally, and luckily, the Spots checked out last week on the Queen Mary. Popularity of the four Ink Spots in England, incidentally, is rivaled only by the tremendous following built up here in the homeland. On Decca Records, the quartet topped the record-buying public square on the nose with "The Gypsy" and followed up with smash single releases and albums in one-two order. Their premier album for Decca was one of the top three in the nation in 1946, according to The Billboard's Annual Music Record Poll, and Vol. II in 1947 has destroyed the old showbiz myth about equals. The call of big-money bookings in England probably can be charged in part to the fact that the Spots' platter of "Blaze You (For Being an Angel)" was a long-time best seller in the British Isles. The London booking, and all others, handled by Universal Attractions, Inc.

"TWO TON" BAKER

THE MUSIC MAKER

Going to town!!

Latest MERCURY
Release
"KOKOMO"
Record No. 5055
"CHICK-A-BIDDY
BOOGIE"



"BAKER'S
SPOTLIGHT"
W. G. N. Chicago
4:30 p.m.
Monday thru
Saturday

"TWO TON" BAKER
The Music Maker
W. G. N. Mutual 8:15 a.m.
Monday thru Saturday

"TWO TON
BAKER SHOW"
on MUTUAL NETWORK 3:30 p.m.
Monday thru Friday

CHILDREN'S RECORDS
on MERCURY
"NURSERY RHYMES"
"CHRISTMAS PARTY"
"BOOMER the Bass Drum"
"SING A SILLY SONG"

THE FRIENDLIEST GUY IN RADIO

10% LOSS AT HALF MIL \$ WEEKLY

American Legion Convention No Help To New York B. O.

NEW YORK, Aug. 30.—The American Legion whopped it up in town this week, but by last night it began to be painfully evident to showbiz types that little of the \$10,000,000 the convening Legionnaires were supposed to spend in this town would find its way into their tills. Tavern and liquor store sales were up, the not as much as expected, and hotels and restaurants did business, but legit, theaters and many nighteries were hit hard.

Shown generally put their finger on the age of the Legionnaires as the reason for the disappointing business. There were comparatively few vets of World War II around, and, as one of them put it, the boys of World War I had been buying cans and spending their dough in clubs and shows for years before this shindig. Other points pointed to the fact that an extraordinarily large number of vets were accompanied by their families who would be expected to put a damper on wild celebrating indoors.

Most of the activity was on the

streets from Times Square to 51st Street, especially around the Astor and Tarr hotels, with the vets jamming Broadway at night and indulging in almost round-the-clock horseplay. As one Legionnaire put it, "The convention itself stinks. It's the fun we have outside that counts." Fireworks, ludicrous costumes, the fantastic 40-and-5 vehicles and all the familiar shenanigans, including tossing water-filled bags out of hotel windows, confetti on passers-by and "daubing" people with dry paint brushes, drew crowds of people to the Times Square area during the day and jammed Broadway and Seventh Avenue at night, but did little for show business. In fact, many a Broadway theater and restaurant up and retailer complained that the mobs were keeping customers out of his place.

Remembering the 1937 convention, New Yorkers stayed home this week and if they did have to come to the entertainment area made fast work of it and beat it home. The Legionnaires made it tough for women to pass thru the bright lights district by squirting water on their legs and scaring the wits out of them with noisemakers, electric cans and what not. Hawkers of water pistols were the only piteous doing of business. At first, the convening vets stuck to water, then they switched to pungent perfume for their dirt guns, and finally they simply connected hoses to their hotel bathroom taps and aimed them out the window, spraying anybody and everybody, including the cops, in the street.

As far as the Stem cafes and vaude- (See LEGION SPIRCE on page 4)

Epstein Rejoins Jolson as Manager

NEW YORK, Aug. 30.—Louis Epstein, who has been on Columbia pic's executive staff as talent scout, left the company this week to become Al Jolson's personal manager again. Epstein was Jolson's manager previous to going with Columbia.

Stand-By Checks to Local 802 Stopped by Stem Houses As T H Act Takes Effect

Out-of-Town Situations Wait for AFM Locals To Act

NEW YORK, Aug. 30.—All the Stem vaude-theaters have tucked in their budgets this week when they stopped sending in their stand-by checks to Local 802 of the American Federation of Musicians (AFM) as a result of the Tarr-Hartley law which went into effect August 22.

As to this week's stand-by check with top AFM'ers to discuss possible action, but no decision was taken this AFM indicated that the ruling might be handed down. When the

MCA-WM Half Mil \$ Weekly Combined Bilings Past Season Indicate "Power"

Up or Down for '47-'48, Talent Handlers Must Have a Voice

NEW YORK, Aug. 30.—Radio operations of leading talent agencies are being carefully watched by network and ad agency facets of the broadcasting business. Reasons for this are various, but perhaps the chief one is the fact that radio's No. 1 pre-occupation at the moment is programming—and it is in programming that the influence of the talent merchants promises to become of ever-widening importance.

While estimates of this influence (due to the show's major agencies control, or in which they have a strong voice) based on the upcoming season's fare are not available at this date for obvious reasons, a look at

last season's billings by Music Corporation of America (MCA) and the William Morris Agency (WMA), the two largest agencies, gives a solid idea of how widespread such influence is likely to be.

Half-Million a Week

The chart on page 6 estimates that last season the combined MCA-WM radio billings totalled more than \$500,000 weekly in package and other sales, the latter including guest shots, writers, musical directors, etc. This figure is for major network shows only. All-inclusive billings would be somewhat higher if talent on local stations, sustaining programs, etc., were reckoned. This fact is pointed up by the second accompanying chart, showing William Morris bookings for a typical radio week. While major net shows are repeated here, number of sustaining sales and local shows may also be determined.

Inasmuch as MCA and WM package as well as business necessity, to take active interest in maintaining the value of their properties, it follows that the effect of the talent merchants on radio's programming is considerable.

Not All Wets and Ad Men

Realization of this situation has come upon many radio execs slowly and—for it has virtually been traditional (See 10%—Ers Airshow on page 6)

"Carnival King," Film on Sedlmayr, In Topeka Review

TOPEKA, Kan., Aug. 30.—King of the Carnival, the technicolor feature filmed by Warner Bros. on the Topeka Fairgrounds last year, will have its world premiere showing at the Jayhawk Theater here September 4 at a special midnight performance. The two-reelers which tell the story of the Royal American Shows (See Film on Sedlmayr on page 68)

But Natch!

MASSILLON, O., Aug. 30.—George (Red) Bird, who gained renown as director of the "Million Tiger Swirl Band" at Washington High School here, is rehearsing his year-old Musical Majorettes for the Cleveland Browns football season. The rehearsals are being held at the Massillon State Mental Hospital, whose superintendent figured the all-girl aggregation might prove some musical therapy for the patients.

Bleak Outlook For '47-'48 Stem Musical Shows

NEW YORK, Aug. 30.—In spite of the fact that three of the most successful shows on the Stem now are Annie, Get Your Gun, Flamen's Rainbow and Brigadoon, fewer musicals are expected to be produced this season than for many years, with only eight or nine new shows expected to materialize.

The main reason seems to be that raising the dough for the song-and-dancers is becoming one of the toughest jobs in the biz. Investors seem to shirk their duty to finance a project that needs to be a sock success to make money, and then on top of that wait from three months onward for their investment to be paid off.

It took a year for Annie to be paid back playing to absolute capacity every week. Flamen's Rainbow is only now, after seven and a half months of 42G a week at the b-o., paying its angels in full. Brigadoon seems (See BLEAK OUTLOOK on page 42)

Box Seat Free

DETROIT, Aug. 30.—When Johnny Long returned here yesterday (29) for an engagement at the Eastwood Gardens, he was advised that his friend, Horrie Anderson, would have to occupy a special box between sets, even though there's a law that persons under 21 aren't allowed in the spot because of liquor regulations. In the case of musicians who are under the age limit, the law allows the bootler to work, but he must occupy the penalty box, and refundment when the band leaves the stand.

date at which the law became operative arrived, theater execs took decisions into their own hands and decided to forget the usual weekly checks.

But if Broadway theater men took the initiative, out-of-town ops still didn't know where they stood. Attorneys added them that met the provisions of the Tarr-Hartley law as relating to paying for non-performance were clear and unmistakable. But (See Stand-By Checks on page 49)

COMICS' FALL FEE-LE-LING

Norman Corwin in World Broadcast On UN Assembly

NEW YORK, Aug. 30.—The Time Is Now, produced, written and directed by Norman Corwin, will be broadcast from Hollywood over the Columbia Broadcasting System September 16, 10-10:30 p.m. Program will depict failures and successes at the recent United Nations General Assembly and will forecast what may be expected at assembly's next sitting.

Arrangements for world-wide broadcast are being made. Canadian Broadcasting Corporation will carry it live in Canada. In addition, Corwin will make transcription for airing over the British Broadcasting Corporation and in other countries.

FM Association Quizzing Field On AM-FM Issue

WASHINGTON, Aug. 30. — FM Association (FMA) is sounding out sentiment of the FM broadcast industry on the AM-FM music duplication issue. J. N. (Billy) Bailey, executive director of FMA, announced yesterday that he has sent questionnaires to 1,000 FM broadcasters, permit holders and applicants, asking their opinion on whether simultaneous broadcasting is deemed vital to the FM industry. Bailey said the findings will be used "in an overall study on analysis of the FM-AM music situation."

Everett J. Dillard, vice-president (See FM Assn. Quizzing on page 9)

Promotion Judges Pick Toppers This Week in N. Y.

Record Entry Total

NEW YORK, Aug. 30.—Winners in The Billboard's 10th annual radio promotion competition, the yearly cash prize contest, outstanding promotion—merchandising—extolling in all fields of radio, will be selected Wednesday (3) by the 23 judges representing top advertising agencies in broadcasting. But while the winners will be known to the judges and this publication's editorial staffers, their identities will be kept secret until September 15. On that day, they'll be announced at the National Association of Broadcasters convention (NAB) in Atlantic City.

This year's competition has been conducted on an unprecedented scale, not only because of the number of entries received, and because new categories opened included television,

Turnabout by Petrillo on FM Is Hoped

Look to Government Probe

WASHINGTON, Aug. 30.—With the Justice Department's study of James C. Petrillo's AM-FM stand-by edict being pressed, industry bigwigs here are voicing the hope that the threatened probe may produce a turnabout in Petrillo's attitude when the American Federation of Musicians (AFM) president sits down to confer with network officials September 8.

Justice Department Criminal Division officials, who conferred lengthily here Thursday (28) with seven high network executives, indicated they are continuing to study "every possible angle" of Petrillo's latest edict on simultaneous AM-FM music for possible violations of the Lea-Vandenberg Act or Taft-Hartley Act. The Justice Department's exploratory work on Petrillo is being directed by Peter C. Brown and Hugh Fisher, special assistants to T. Vincent Quinn, who is an assistant attorney general in charge of the criminal division.

Officials at Confab

Network officials who conferred here with Brown and Fisher were Frank E. Mullen, executive vice-president of National Broadcasting Company (NBC); Horst L. Gensler, general counsel of NBC; Robert P. Swazey, vice-president and general manager, Mutual Broadcasting System; Herbert E. Kintner, executive vice-president of American Broadcasting Company (ABC); Joseph A. McDonough (See Petrillo Turnabout on page 9)

Jingles To Be Used In Wooing Voters

NEW YORK, Aug. 30.—League of Women Voters, this week signed Lanny and Ginger Grey to cut a series of singing jingles which will be used during the State election week of October 6 to get the voters out to register. While political parties have used a spot campaign in the past, this is the first time the League, which is not concerned with party affiliations but rather with drawing out all qualified voters, has turned to the singing jingle.

Reason advanced by a League official for selecting the singing jingle was that most of the women involved in picking promotional aids had been impressed by the air jingles selling regular commercial products, and had urged their use in the coming registration.

Many Vets Sign for Electronics Courses

NEW YORK, Aug. 30.—Veterans in large numbers have registered for fall and winter courses at the Radio-Electronics School of New York School, geared to handle about 1,200 students in courses on radio fundamentals, control room and transmitter operations, video, FM and facsimile, is headed by R. L. Duncan. William S. Campbell is exec vice-president.

Sponsors of the school are a number of leading firms in radio, including Lewis Allen Weiss, chairman of the board of the Mutual Broadcasting System; Sidney M. Kaye, president of Broadcast Music, Inc.; Herbert L. Pettet, executive director of WHN, New York, and Louis G. Cowan, program producer.

Top Gagsters All Out for New Formats

Cantor, Bergen, Hope, Et Al.

NEW YORK, Aug. 30.—The It's generally acknowledged that networks and agencies have come up with very little new talent or programming during the past year, evidence is that many web shows will inaugurate changes in format this fall. The feeling that a touch of some fresh quality is needed is in the nogginns not only of the stars but also of the sponsors, with the result that some of the latter have given their performers carte blanche to whip up new ideas.

Among those set for changes—either radical or slight—are Chase & Sanborn's Edgar Bergen-Charlie McCarthy program, Sealtest's Jack Carson's show, Pabst's Eddie Cantor's show, Standard Brands' Fred Allen show, the RCA Victor show, Gilder-sleeve, Raleigh's Red Skelton show, Wepodent's Bob Hope program and the Jimmy Durante show.

Many others are mulling changes too, but the above top shows constitute a significant listing.

Chief change in the Bergen program will be the use of a definite story line each week, beginning with the opening program September 7. This will constitute the first radical change in Bergen's formula since he went on the air. Heretofore the format has been made up of various spots, one with Charlie McCarthy, another with Mortimer Snerd, none of which was interrelated.

Red Skelton is adding characters to his Junior Skelton show, and expanded them so that they constitute a major part of the program. He'll (See Gagsters All Out on page 9)

GE Set To Resume With CBS "House"

NEW YORK, Aug. 30. — General Electric's appliance and merchandise department will resume sponsorship of House Party, with Art Linkletter, Monday thru Friday, 3:30-5:30 p.m., starting December 1. Party is now airing in the 5-5:30 p.m. slot. Contracts to set the John Gude package are being prepared currently.

House Party used to be sponsored by GE but was dropped January 3 of this year. CBS then picked up the audience participation show as a co-op.

Net billings accruing to CBS from the House Party contract will total one and one quarter million.

Show will originate in Hollywood most of the time. Young & Rubicam, the agency on the account, expects to use a number of key cities for a tour.

FM and new (after January 1, 1947) stations, but also because the competition will produce lasting value. This will derive from a special Bulletin board booklet, containing a report on (See Promotion Winners on page 9)

FM Conclave Focusing Ire On Petrillo

FM Edict Under Attack

WASHINGTON, Aug. 30.—Unless Prexy James C. Petrillo, of American Federation of Musicians (AFM), suddenly reverses his policy, against simultaneous AM-FM music, FM Association's annual convention in New York, September 12-13, is expected to weigh a series of resolutions ranging everywhere from demands for a governmental crackdown on Petrillo to appeals to networks to proceed with simultaneous music despite Petrillo.

Resolutions committee at the convention, however, is seen likely to hold in check the resolutions affecting web, particularly if a new development is seen possible at convention time as a result of latest steps to (See FM Focus on page 9)

New Fadman Seg Is False Report

NEW YORK, Aug. 30.—Reports that Clifton Fadman had been set to emcee a new Columbia (CBS) program, This Is Show Business, were denied this week by Edwin Fadman, brother and manager of C. Fadman. Report was published generally in the trade, including The Billboard.

According to Fadman manager, Fadman genius has had slews of offers for shows this coming season, but has contracted for none. Any spot assumed by C. Fadman would be in addition to his Information Please major domo's spot, with the show about to begin again on Mutual as a co-op.

It happens at the Waldorf . . .

(See page 12)

10%-ERS ARE INFLUENCE

MCA-WM Haf Mil \$ Weekly Combined Billings Past Season Indicate "Power"

Up or Down for '47-'48, Talent Handlers Must Have a Voice

(Continued from page 3)

to regard webs and advertising agencies as responsible for the relatively strong or weak position of radio programming.

Lately it's been the fashion to regard radio programming as old hat, weak in public service, lacking in new talent. It's been the fashion to lay the blame at either the ad agencies who control the moneybags, or the webs, who are interested in bullet-point shows and attracting to their air time the best programs in order to maintain listener superiority. The hope of future programming has been placed with the same sources, with the critics seeing the perfect programming of the future as a combination of the elements of new talent, new program ideas and a keener appreciation of public service of the type outlined by Federal Communications Commission's Blue Book, the report of the Freedom of the Press Commission, etc.

But what has apparently escaped the keen of the critics—and to a large extent radio itself—is the fact that talent agencies are likely to play an important role in future development of popular programming. Arguments given to support this belief are numerous, for the talent offices are not only collectors of commissions. Inasmuch as their life and death depends upon the mobility of their wares, they must, ipso facto, develop new talent and thus strategic booking and handling must gradually promote such talent until it can command an audience and a price. What's more, it's pointed out, the talent agency rather than the networks or ad agencies, are best-equipped to do this. They can and do, for instance, develop talent in one entertainment medium, and, when the time is ripe, sell that talent into another.

In order to maintain prices they are giving increasingly more thought to new program ideas. It's known,

for instance, that peddling a band purely as a piece of radio talent is a very tough proposition; but clothe it with a program idea and it is more easily salable at a higher figure.

In late years MCA and WM branched out so widely in radio that the significance of the development was not quite grasped by many radio execs. Their influence in programming now, however, is a fait accompli. What's in store during the new season is uncertain, but here are the possibilities: (1) In view of the fact that some network names last season are still going begging, can the agencies again hit the astonishing figure of a total of \$500,000 weekly in radio billings and thereby hold their dominant position? (2) Will the relation of talent agencies to the problems of radio programming continue to be one of the undiscovered or glossed-over facets of programming, or will everybody—including radio critics, networks, ad agencies and FCC—put on a new pair of eyeglasses and actually determine who's who in the programming picture?

Regarding chances of talent agen-

cies hitting comparable billing during the new season, experts answer affirmatively. Their argument is that even the 50 many standard names have gone by the board and even the sponsors are keeping tighter control of the bankroll, that new advertisers will be reached. Although cost of over-all packages will be cheaper, they believe that more will be sold. It's believed, too, that new advertisers and those who have been out awhile owing to shortages and production problems, will pick up the cheaper packages to make up the aggregate total.

As for the relationship of talent agencies to programming—the importance of that relationship is apparent from a glance at the billings chart. It's believed, however, that radio generally will come to a greater awareness of this relationship—particularly inasmuch as programming is likely to remain the No. 1 headache of the industry for some time. This awareness, it's believed, will mean a truer realization of the fact that much of the future of popular programming

(See 10%-ers influence on page 9)

WMA-MCA Major Show Line-Up for 1946-'47 Season

This line-up takes only major shows into consideration. (For type of talent in all classifications not included here, but sold by the major agencies regularly thru the season, see accompanying chart showing a typical William Morris Agency week during the season.) While talent cost figures in all cases are estimates, they represent the actual figure or a close enough approximation of the actual figure to be used in arriving at totals which are conservative estimates of the total billings of these two major talent agencies.

William Morris Agency		Music Corporation of America		
Day	Show	Estimated Talent Cost	Estimated Talent Cost	
Sunday	Drew Pearson.....	\$ 4,250	Bandwagon.....	\$12,500
	Jimmie Fidler.....	2,000	Edgar Bergen.....	25,000
	Ozzie & Harriet.....	11,000	Sammy Kaye.....	5,000
	Kate Smith Sings.....	15,000	Carmen Cavallaro.....	4,500
	Blondie.....	11,000	Hour of Charm.....	6,500
	Take It or Leave It.....	7,500	Jack Benny.....	25,000
	Those Websters.....	3,000	Prudential Hour.....	8,000
	Double or Nothing.....	2,750		
	Bob Burns.....	10,000		
	Fred Allen.....	20,000		
	Meet Me at Parky's.....	7,000		
Monday	Sherlock Holmes.....	\$ 5,000	Guy Lombardo.....	\$ 5,000
	Joan Davis.....	17,500	Borge-Goodman.....	15,500
Tuesday	Milton Berle.....	\$11,000	Screen Actors Guild.....	14,000
	Red Skelton.....	12,000	Carnation Hour.....	8,000
Wednesday	Ellery Queen.....	\$ 3,500	Amos & Andy.....	\$10,500
	Dinah Shore.....	14,500		
	Duffy's Tavern.....	12,500		
	Mr. D. A.....	7,500		
Thursday	Dick Haymes.....	\$10,000	Jack Carson.....	\$ 8,500
	That's Funnigan.....	4,000	Frank Sinatra.....	13,500
	Aldrich Family.....	12,500	Kay Kyser.....	12,500
	Burns & Allen.....	15,000	Henry Morgan.....	8,500
	Eddie Cantor.....	20,000	Gilderleeve.....	13,000
Friday	Fannie Brice.....	\$15,000	Big Story.....	7,500
	Meredith Willson.....	10,000		
Saturday	Life of Riley.....	\$ 9,000	Kraft Music Hall.....	\$ 8,000
			Abbott & Costello.....	17,500
Total for week.....		\$275,000	Ginny Simms.....	\$11,000
			Jean Sablon.....	\$ 4,500
Total for week.....		\$273,000	Truth or Consequences.....	10,000
			Hit Parade.....	14,000

A Typical Wm. Morris Week

Following chart represents a sample week's radio billings of the William Morris Agency last season. It is presented to give an indication of the talent the agency places not only on top web commercial programs, but also on sustaining and local shows, as well as day-to-day basis. Talent includes stars, writers, announcers and musicians. Radio Schedule for April 20-May 4

MONDAY		WEDNESDAY	
Max Falkenberg-Tex McCrary		Robert G. Lewis	
Lillian Sekken	WMBC, Literary Guild, Bond Clothes, Yarns World Affairs	Peter Denard	WMBC, Continental Bank
MacKenzie	WMBC, sustaining	Sam Moore (Great Gildersleeve)	WMBC, sustaining
Lois Morgan	WMBC, sustaining	Duffy's Tavern, Ed Sheridan-Larry Gelbart	WMBC, sustaining
John Brown, Bob O'Brien	WMBC, Lever Bros.	By Jody	WMBC, Vitrol
Shorlock Helman	WIZ, Kreal	Dinah Shore, Larry Marks	WMBC, Ford
Harry Kreaman	WMBC, Lady Esther	Larry Marvin	WJZ, Evershap
Albert Miller	WMBC, Chas. Klein	Norman MacK	
Joe Mowery	WIZ, sustaining		
Larry Marvin		THURSDAY	
		Aldrich Family, Ezra Stone, Pat and Del	WMBC, General Foods
		Sheldale, Norman Peter	WMBC, General Foods
		Burns and Allen, Meredith Willson, Paul	
		Penning-Hatch Fowler	WMBC, Kraft
		Tallulah Bankhead, Helen Forrest, Harry	WMBC, Kraft
		Kreaman	WMBC, Antelle
		Bob Schiller-Larry Nell (Abbott and Costello)	WMBC, H. J. Reynolds
		Ashmed Scott (That's Finigan)	WMBC, Household Finances
		Eddie Cantor-Margaret Whiting, Cooke	WMBC, Fabel
		Falchich	
		FRIDAY	
		Meredith Willson	WMBC, Canada Dry
		Patricia Brito-Henley Stafford, Carmen	WMBC, General Foods
		Dragon	
		Bert Parks	WJZ, United Realty
		Karen A. White	WMBC, United Realty
		Larry Marvin	WMBC, United Realty
		The Beatles	WMBC, Philip Morris
		SATURDAY	
		Clifton Yrie	WJZ, Bachelors
		Todd Cameron	WMBC, sustaining
		Robert G. Lewis	WMBC, sustaining
		The Street Twins	WMBC, sustaining
		Life of Riley, Don Bernard, Irving	WMBC, F. & G.
		Breaker	
		Andy Harnell	WMBC, Lucky Strike
		Peter Denard	WMBC, Can You Top That
		SUNDAY	
		Ken Niles	WJZ, Dr. Pepper Bot.
		Drew Pearson	WJZ, Lee Hilo
		Kate Smith	WMBC, General Foods
		Bob Burns	WMBC, Kodyne
		Blondie, Arthur Lake, Don Bernard,	WMBC, Supercuts
		Johnny Green, Billy Arlt	
		Fred Allen, Peter Denard, Harry Bailey,	WMBC, Standard Brands
		George Jessel	
		Double or Nothing	WMBC, Pharmaco
		Jimmy Fidler	WJZ, Arid
		Ervin Knight, Al Johnson	WMBC, Texaco
		Frances Langford-Danny Thomas, Phil	WMBC, Evershap
		Kapp-Jerry Seelen, Carmen Dragon	
		Phil Karp	WMBC, Drums

N. Y. Stations Scramble For 6:30 Tuners

BMB Rejects Hooper Bid To Handle 1949 Study; Hoop Raps Criticism of His Technique

Map Fall Campaign

NEW YORK, Aug. 30.—A scramble for New York listeners in the pivotal 6:30 p.m. spot with WNEB working the key cards and the network outlets here trying to better their hands looms this fall. With Martin Block (WNEB) especially strong in the 6:30-7 p.m. period, a time when the network is all angling to catch their nighttime audiences, larger stations with net affiliations are making their plans for fall campaigns.

WJZ's plans now call for the cancellation of the Joe Jansell 6:30-6:45 p.m. sports show as well as the following quarter-hour period featuring Ed and Pegreen Fitzgerald. In their place the outlet is setting up a half-hour theater spot with Allen Prescott emceeing. With the Paul Whitman disk session sold out, and sponsors on the waiting outlet figures the Prescott show will also sell. Elmer retains his 11:15-11:30 p.m. network sports show, but figures to be pushed back into the 6:55-6:15 p.m. spot, but at the present time Walter Kieran has that spot for his news show, which is being returned to the air as a result of heavy mail received when he was cancelled out recently. The Ethel and Albert sessions from 6:15-6:30 p.m. will be retained.

WCBS, with Red Barber penciled in at 6:30-6:45 p.m., figures to retain Barber's sports report, especially as there is a special guest star fee attached. With the extra dough to play with, Barber has been able to garner a healthy Hooper in the 6:30 spot despite the competition. WCBS, effective September 29, drops Richard Hottelet and adds Lowell Thomas (who goes network under Procter & Gamble sponsorship) when the CBS network moves over from the National Broadcasting Company (NBC).

WNBC already has started its program shifts, shutting Bill Stern from 6:30 spot back to 6:15 for a five-minute sports round-up, followed up with a 25-minute musical, Serenade to America, which has been heard both over WNBC and network. Show is frequently canceled out of WNBC to make room for special events (this week the Legion convention sewed up the period). The station is now making over the cancellation of Serenade and the addition of a 10-minute and a quarter-hour show to follow Stern. The nature of the fillers has not been set. Replacing Lowell Thomas in the 6:45-7 p.m. slot on NBC will be three commentators, Harry Med Brooks and Ted Morley, who will be heard under Sun Oil sponsorship.

WOR, according to present plans, will probably retain Fred Vandevanter at 6:30-6:45 p.m., and the Stan Lomax sports session for the following quarter hour.

WHN, with Ted Husling's disk jockey show from 5 to 6:30 p.m., is also strengthening its 6:30-7 p.m. period. Bob Houston, singer, takes over the first quarter-hour Monday (1) and will be followed by Ruth Riving in the 6:45-7 p.m. spot. Both periods are live musical shows. Station also has set Mary Jane Walsh for a twice-a-week 9 p.m. spot.

NEW YORK, Aug. 30.—Paul Glynn, who recently resigned from the sales promotion department of the Columbia Broadcasting System, has been named advertising and promotion manager of Science Illustrated.

NEW YORK, Aug. 30.—New station coverage measurement system announced recently by C. E. Hooper will still be offered to networks and stations, despite the rejection this week by Broadcast Measurement Bureau (BMB) of Hooper's bid to handle BMB's 1949 study. When the new Hooper method was announced a week or so ago, the research executive stated that pending BMB's reply, he was offering his coverage service to individual broadcasters. Yesterday he declared studies already have been ordered in several areas.

BMB's rejection stated its board research committee felt Hooper's method "did not provide figures as valid as BMB study No. 1 (1946)." A letter to Hooper from Hugh Felts, BMB president, also said: "... the committee finds that the conclusions claimed for the proposed measurement are not substantiated by the cost figures." Felts's letter also referred to "confused thinking," "misrepresentation of BMB measurements," "distortion of statistical integrity" and other alleged weaknesses in the memorandum Hooper submitted to BMB describing his coverage procedure. Felts concluded by noting that BMB regretted making its reply public, but felt impelled to do so since Hooper had made his memorandum public before discussing it with BMB.

Claims Better Result

Hooper's statement opposing of the BMB rejection noted, among other points, that the results of the coverage study already ordered by him provide the stations involved with "results ... on a sample exceeding that used in the BMB study, ..." and "a comparable county, city, county, city vs. city, day vs. night and in all three particulars, station vs. station buyer who really knows radio will have any difficulty recognizing the reality and significance of the reported differences." Hooper also stated the price quoted in his memorandum was for individual studies, not a nationwide or wholesale study.

Unsuitable Segs Force Elgin To Nix '47 Net Shows

CHICAGO, Aug. 30.—Because they could find no satisfactory program, execs of the Elgin American Division of the Illinois Water Case Company, which makes cigarette cases and compact, this week decided to drop their option for the 9:30 to 10 p.m. Thursday slot which they took with ABC a few weeks ago. Company has been looking for a net show for months but has been unable to find one. Phil Baker and even looked at Leave It to the Girls, but according to Martin Zitz, Elgin-American's advertising manager, shows they could not be had and those available were not satisfactory.

As a result, Elgin-American will use spot radio. Marvin Mann, radio director for Weiss & Geller, Inc., company's agency, is now in the process of buying time in about 30 to 40 of the nation's top markets. No budget for the spots has been set.

According to Zitz, Elgin-American will still look for net shows on other networks, but it appears company will not get into network programming this year. Next year, it is now likely, will see purchase of a network program.

NEW YORK, Aug. 30.—Criticism made of his coverage technique by researchers and reported in *The Billboard* of last week are wrong, C. E. Hooper insists in a letter to this paper this week. Full text of his communication follows:

"The subject of 'listener coverage' is highly technical and complex. This fact, together with the emotions which have been aroused by the high cost and limited utility of the 1946 BMB report, places an unusual responsibility on the trade press to exercise more than normal care in handling reports of developments. Radio is a far-flung industry. A misapprehension once planted is difficult to dislodge.

"All by way of introducing my observation that *The Billboard* exercised less than normal care in handling our August 27 release.

"In my letter to Hugh Felts, I said we would produce the nationwide report at approximately half the most recently proposed cost of BMB's next industry-wide study. I did not add 'only the bare-bone statistical data' and distribution was left to BMB thus increasing final costs."

"The 'spokesman' was wrong! "The BMB report point plan provides that an attempt be made to secure \$1,000,000 from stations (\$300,000 per year for two years) plus revenues from 'agents and advertisers' (which I estimated to be 10 per cent) plus revenues from networks (which I estimated to be another 10 per cent). This estimated \$1,200,000 is what I had in mind when I drew out our 'half' offer as approximating \$650,000. And I meant \$650,000, not \$1,000,000 for that nationwide study, using the last five BMB survey format (except for method) as the specifications for the next."

"You mention 4,000 as the number of locales to be reported on. My figure of 3,200 was given me by BMB as the technical committee meeting on May 28. But if you want to find out the locales we offer to report on, thumb every page of the 1946 BMB report. You see, the specifications for a nationwide coverage study are BMB's. I am merely trying to introduce improvement in method and reduction in cost."

"As to the \$230 per unit item. If you re-read pages 17 and 18 of our memorandum, you will find the \$230 to apply not to a wholesale nationwide study to be done by us in one day but to retail studies. The subject is introduced with no ambiguity whatever in the following section:

"While awaiting industry action by BMB, and in the interest of achieving a maximum of practical experience with the new technique before another nationwide coverage study is made, C. E. Hooper, Inc., desires to accept commissions to conduct 'coverage' studies for stations and network, etc."

"So please check us on our facts before publishing observations of others."

Mopet Talent Show To Replace "Ellery"

NEW YORK, Aug. 30.—Newest of the latest radio programs will be Hollywood Star Premier, sponsored by Whitehall Pharmaceutical Company 6:30-7 p.m. over the National Broadcasting Company starting September 28. This is the time now filled by Ellery Queen.

Program format will have film stars introduce talented youngsters who will then take over the mikes.

DOES YOUR VOICE COMMAND ATTENTION?



Nothing to Push Me ...
Nothing to Command ...
Just Pick up the Mike and Talk ...

AMAZING! PORTABLE P. A. SYSTEM

Perfect for parties, clubs, dance-rooms, social events practically every P. A. system requirement. Excellent amplification. Beautifully styled—sturdy construction—lastingly warranted. Fully portable. Unit weighs 12 lbs., complete 21 lbs. batteries included. Instantly, anywhere—indoors or outdoors.

The Silfren Company, Patent Bids, Pat. Co.



\$75.10 complete with batteries (Slightly higher west of Rockies)

The Silfren Co.
Patent Bids, Pat. Co., Dept. B
Pat. Interest in Silfren Portable, Battery
operated Public Address System.
□ Send me ... Pat's at \$75.10 ea.
\$10 ea. ... (Slightly higher west of Rockies with batteries).
□ Cash □ Check □ C. O. D.
Name _____
Address _____
City _____ State _____

It happens at the Waldorf...

(See page 12)

Old Quarrel May Crop Up At Convention

Tact May Avert Clash

WASHINGTON, Aug. 30.—President Justin Miller, of the National Association of Broadcasters (NAB), and Chairman Charles Denny, of the Federal Communications Commission (FCC), are planning to strike a new but cautious note of harmony between government and industry in their major NAB convention speeches at Atlantic City. It was learned this week.

In both NAB and FCC circles, tactful efforts are being made to prevent a recurrence of the old-time flare-ups, and co-operation will be stressed by the top spokesmen for the two groups. Nevertheless, the possibility of an outbreak of radio quarrel on the convention floor is recognized, especially since Miller is expected to appeal for federal legislative changes to give the radio industry "greater freedom." Denny is expected to rap over-commercialism. Miller, it was learned, also will re-visit his plea for freedom of radio to editorialize, and will renew criticism on the FCC's historic Mayflower decision.

Code To Get Attention

Certain to highlight the convention floor discussion, however, will be the proposed new NAB Standards of Practices, copies of which will be distributed to delegates when they

USE THESE INEXPENSIVE

PERSONALIZED— POSTAL CARDS

FOR YOUR FAN MAIL

You get true photographic reproductions in our black-and-white "Gloss-Time" Postal Cards ordered below. Delivery from 4 to 6 weeks. All we need is your photo.

	NEW	REPRINT
1,000	\$10.50 per M	\$7.50 per M
2,000	8.25 per M	6.25 per M
3,000	7.50 per M	5.85 per M
4,000	7.15 per M	5.45 per M
5,000	6.90 per M	5.20 per M
10,000	6.45 per M	5.25 per M

A flat charge of \$2.50 is added for the total cost of order if paraphrase is desired for the address side of card, or to exceed fifty words.

F. O. B. Fort Wayne, Ind.

Write for Free Samples—No Obligation

Fort Wayne Printing Co.

FORT WAYNE 2, INDIANA

It happens at the Waldorf ...

(See
page 12)

"Conn. Yankee" Tees Off Ford

NEW YORK, Aug. 30.—Ford Theater, which has lined up a schedule of plays extending thru December over the National Broadcasting Company (NBC), debut Sunday, October 27, with *A Connecticut Yankee*. Instead of the Great McIntyre as previously announced. Permanent emcee will be Howard Lindsay, legit producer. Switch to Yankee was made on the ground that an opener such as McIntyre was not in keeping with the general tenor of the program.

Schedule, following the debut, is as follows: *The Great McIntyre*, October 12; *On Borrowed Time*, October 19; *Coffin for Dimitrios*, October 26; *Ah, Wilderness*, November 2; an original, not yet selected, November 9; *Carmen Jones*, November 16; *George Washington Slept Here*, November 23; *Dangerous Corner*, November 30; *We Hold These Truths*, December 7; *Cimarron*, December 14; *Miracle on 34th Street*, December 21, and an original, December 28.

register. The NAB board, which already has received copies of the proposed new code, will formally discuss the document at a Sunday (14) meeting, but will reserve final recommendations inasmuch as a general floor discussion of the code has been reserved for the morning of September 18. The proposed code is expected to undergo various changes once it is back in the laps of the board, and a final re-draft is not likely to ensue for some weeks after the convention.

The decision to pass out the code copies to delegates prior to the opening morning session establishes a precedent for the NAB and is in keeping with the strategy previously arranged upon to let the NAB members themselves determine just what sort of code they want fashioned rather than impose a set of rules acceptable to the code committee and NAB board, but opposed by a big segment of rank-and-fileers. Proposals to tone down commercials and impose highly detailed standards for children's programs and mystery shows will be subjected to heavy attack.

Lea To Address Luncheon

The general house of the first morning's session will be featured by an address by Representative Clarence F. Lea, author of the Lea-Vandenberg anti-communist legislation, minority member of the House Interstate and Foreign Commerce Committee. Lea will focus new attention on provision of the Lea-Vandenberg Act, which might have some bearing on the latest activities of James C. Petrillo, president of the American Federation of Laborers (AFL). Lea, who headed the House Interstate and Foreign Commerce Committee when the act was passed (which he planned to introduce in Congress, is expected to back Petrillo's latest tactics for stand-bys for AM-PM music duplication.

Registration is continuing to take place at a heavy rate, with a 2,000-mark in sight one week in advance of the first formal registration day, September 15, in Atlantic City.

PHILADELPHIA, Aug. 30.—WFL-TV, already testing its pattern and reading regular programming next month, has concluded a newsworld deal. Local tele station will exchange television film news reels with WEXAO, Don Lee tele station in Los Angeles.

WBBM's Seg Sets Uplift Groups

Chi Orgs To Combat Evils

CHICAGO, Aug. 30.—Concrete proof that radio stations can exercise a profound sociological effect upon their communities and campaigns which lead to correction of social ills became apparent here this week when it became known that WBBM's Report Unscored series on juvenile delinquency has inspired the formation of organizations planning definite action to try to improve conditions.

Ben Park, writer-producer of the series, who has been riding high on the show since its start July 7, told The Billboard of plans for organization of two major groups which are actually going to take action to remove the evils documented by the series.

Two Lines of Action

Two lines of action will be those started by a group of church and society leaders, spearheaded by Father Joseph Moore, Evanston minister, and Russell Ballard, present director of the Hull House and former director of the St. Charles, Illinois Home Boys; and another to be backed by the Chicago Bar Association. Each of these groups will have organizational meetings within the next few weeks and later, it is planned, will have their activities correlated and will work in close co-operation.

Group formed by Father Moore and Ballard will have their organizational meeting early in the third week of September. To this meeting at the Hull House will be invited a group of 100 representing the Federated Council of Churches, the B'nai B'rith, Rotary clubs, Elks, Lions, and Negro groups. Altio plans are still nebulous, Ballard told The Billboard that its keynote would be action and that it undoubtedly would send delegations to Springfield, the State capital, to demand corrective action from the governor, his welfare agencies and others.

At the beginning this group will be concerned primarily with taking action to correct the notorious evils of St. Charles, which WBBM exposed with wire recorded interviews with inmates in its August 4th show.

The Chicago Bar Association, which has co-operated with WBBM in the presentation of Reports, will organize a committee of prominent lawyers, judges and professional agency experts. The bar association's feeling is that it has a responsibility for action to correct the evils (which he planned to introduce in Congress, is expected to back Petrillo's latest tactics for stand-bys for AM-PM music duplication.

The bar association is planning specific action to remove causes of delinquency in the future by setting up a co-ordinating staff of paid experts to channel all activities against juvenile delinquency and act as watch dogs in the future to see that bad situations corrected do not again come into being.

While all this activity is going on, WBBM plans to sit in an advisory capacity and help co-ordinate activi-

Soapies Drive Him To Destruction

CLINTON, Ia., Aug. 30.—Ezra E. Adams, of this city, let his feelings go a bit on soap opera programs, and besides the damage to his radio and trailer home he had to pay a \$10 fine.

Police Chief Herman Thomsen reported that Adams rammed his fist thru the family radio, took a hammer and really finished the job, then threw eggs at random around his one-room trailer.

Fined for disturbing the peace, Adams pleaded guilty and explained that he worked nights and tried to sleep in the daytime but the soap opera programs bothered him.

Amer. Tob. Buys "Show of Year"

NEW YORK, Aug. 30.—American Cigar and Cigarette Company subsidiary of American Tobacco Company, has contracted to sponsor *Show of the Year* for 39 weeks over the National Broadcasting Company (NBC). Show will go into the Metro-Goldwyn-Mayer slot now occupied by *Big Story*, and will back Bing Crosby in the cast on ABC. Sullivan, Stauffer, Colwell & Bayles is the agency.

Status of *Big Story* is uncertain. It was reported that time for lifting the option on *Story* has been extended to September 15. Featured in the event *Story* is dropped, it will mean a considerable loss in ATC bills to Foote, Cone & Belding, inasmuch as SSC&B is handling the show.

Schubert Waxes Kildare Platter

HOLLYWOOD, Aug. 30.—Program packager Bernie Schubert last week cut an experimental audition platter for Dr. Kildare air show, based on the motion picture series produced by Metro-Goldwyn-Mayer. Featured in air version will be screen-stage actor John Boal and film character actor Harry Davenport.

Series, in which there has been a considerable amount of agency interest, must be approved by MGM, since flickery retains rights to title. Show's format is okayed, stanza will be produced jointly by Schubert and the Orsatti Agency.

CBS Sets Joan Davis For 1st Co-Op Comedy

HOLLYWOOD, Aug. 30.—Deal between Columbia Broadcasting System (CBS) and William Morris was set late yesterday, whereby CBS will buy Joan Davis for a coast-to-coast co-op package. Final details are expected to be thrashed out next week when papers will be signed.

If deal does go thru, move adds to the growing trend of co-op backlogs in the future to see if first comedy show to be aired on that basis. Deal had been on and off for some weeks until yesterday's pact was set.

ties, air shows about progress of the campaign, and continued arouse listeners to take action instead of merely sitting back, listening and then doing nothing.

Part I

The Billboard

**CONTINUING
PROGRAM
STUDIES**

DAYTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 18 daytime shows and first three Saturday afternoon shows in August 15. Source: Nielsen.



'Ma Perkins' Is Best Buy In Soapies

Leads Field by Big Margin

NEW YORK, Aug. 30.—Best buy in the line-up of soap operas is Procter & Gamble's *Ma Perkins*, according to the Talent Cost Index based on the August 15 program. Hooperatings report, a feature of the Continuing Program Studies prepared by The Billboard in co-operation with the C. E.

Hooper organization. Perkins, blessed with a low production cost, delivers at the rate of \$203.13 per point. Excellent showing of Ma Perkins is pointed up by comparing it with *Big Sister*, whose tab is picked up by the same bankroller. *Sister* ranks second in rating to Perkins, the respective scores being 5.3 and 6.4. But *Sister* delivers at the rate of \$471.70 per point—more than twice as expensive as the top-per.

A high one is the

In \$300-\$400 Class
In the \$300-\$400 per point class are Young Wildcat, Brent, scoring 4.9 and costing an estimated \$326.50 per point; Kellogg Company's *Breakfast in Hollywood*, with a 4.5 Hooper and a cost of \$333.33; *Our Gal Sunday*, Stella Dallas and *Backstage Wife*, each with 5.0 and a per-point rate of \$350.

Remaining shows on the chart bounce up to considerably higher costs. Procter & Gamble's *Pepper Young*, for example, is figured at a per point cost of \$588.89, and General Foods' *Portia Faces Life* at \$625.

Top three Saturday daytime programs are Pillsbury Flour's *Grand Central Station*, with a score of 5.6; *Armstrong Cork's Theater of Today*, rated at 5.0, and Sheaffer Pen's *Adventurers' Club*. *Grand Central Station* shapes up as easily the best buy, with a per point nut of \$392.85 as compared with \$500 for the Armstrong show and \$625 for Sheaffer Pen's baby.

Program, Sponsor, Network and Stations	Receiv- ing	Operation	Talent Cost	Cost Per Point	1,000 Urban Listeners
MA PERKINS Fractor & Gamble Dayton D-F-8 CBS 84	6.4	NBP-ABO NBP-MBS NBP-NBC	\$1,200	\$ 203.13	
BIG BISTER Franklin Double Ivory Emp Canton CBS 68	6.3	Breakage Talking Exp. Co-Op-ABO Cubic Fusion, L.N. Co-Op-MBS NBP-NBC	\$2,500	\$ 471.70	
HELEN TRENT National Pharmac West Linnholm, Kuylen, Elmood D-F-8 CBS 84	5.3	NBP-ABO NBP-MBS NBP-NBC	\$1,400	\$ 339.62	
OUR GAL, SUNDAY Whitlall Pharmac & Wash D-F-8 CBS 84	5.0	NBP-ABO NBP-MBS NBP-NBC	\$1,750	\$ 350.00	
YOUNG DR. MALONE Fractor & Gamble Crisco-Gammon Dayton D-F-8 CBS 45	5.0	NBP-ABO NBP-MBS NBP-NBC	\$2,500	\$ 500.00	
BACKSTAGE WIFE Kellie Energize, Clearing Fbld Dr. Lynn's Teeth Parlor D-F-8 NBC 142	5.0	Paul Whitman-ABO NBP-MBS-CBS NBP-MBS	\$1,750	\$ 350.00	\$.61
STELLA DALLAS Starting Day Valerie, Products D-F-8 NBC 142	5.0	Paul Whitman-ABO NBP-MBS NBP-MBS	\$1,750	\$ 350.00	\$.61
NIGHT TO HAPPINESS Kellie Ivory Emp Canton NBC 142	5.0	Paul Whitman-ABO NBP-MBS NBP-MBS	\$2,250	\$ 450.00	\$.87
LORNEID JONES Starting Day Kellie D-F-8 NBC 142	4.9	Edith Dushkin-ABO NBP-CBS NBP-MBS	\$2,000	\$ 408.16	\$.78
YOUNG WIDDER BROWN Starting Day Kellie's All Sun Phillips' Toothpaste D-F-8 NBC 142	4.9	Dick Tracy, L.N. MR. Co-Op-ABO NBP-CBS NBP-MBS	\$1,600	\$ 320.00	\$.58
WHEN A GIRL MARRIES General Foods Bake-Gale-YAR Dayton-ABO NBC 78	4.7	NBP-ABO NBP-CBS NBP-MBS	\$2,300	\$ 489.56	
BREAKFAST IN HOLLWOOD Kellie's All Sun K&E ABC 33	4.5	Arthur Godfrey Fred Goetz (CTF) Fred Goetz (CTF)	\$1,000	\$ 200.00	\$.52
PEPPER YOUNG'S FAMILY Fractor & Gamble Dayton Tide-B&B NBC 150	4.5	Paul Whitman-ABO NBP-CBS NBP-MBS	\$2,380	\$ 509.55	\$.56
FORTY FACES LIFE Kellie Post Bran Flakes, Post Raisin Bran-B&B Instant Postum-FOAB NBC 87	4.4	NBP-ABO NBP-CBS NBP-MBS	\$5,750	\$ 625.00	
MY TRUE STORY Lynn Michael & Libby Various Products JWT ABC 112	4.3	NBP-CBS NBP-MBS Kellie's Daughter-NBC	\$2,000	\$ 466.12	\$.51
AUNT JENNY Lew Brown Radio List Spn NAR CBS 61	4.5	Wilcoxon Travelers- ABO Victor H. Lindeith- NBP-NBC	\$2,000	\$ 466.12	
JUDY PLAIN BILL Whitlall Pharmac Dayton D-F-8 NBC 87	4.3	NBP-ABO NBP-CBS NBP-MBS	\$2,000	\$ 466.12	
LIGHT OF THE WORLD Chaplin D-F-8 NBC 48	4.3	Brieis and Arzon- ABO Roe of My Dreams- ABO	\$1,800	\$ 416.60	

TOP THREE SATURDAY DAYTIME PROGRAMS

GRAND CENTRAL STATION Pillsbury Products Various Products MCC-E CBS 131	5.0	NSP-ABC NCP-MBS NSP-NBC	\$2,200	\$ 902.86	\$.52
THEATER OF TODAY Armstrong Corp Co Armstrong Floor Coverings EMG-30 CBS 104	5.0	NSP-ABC NCP-MBS NSP-NBC	\$2,600	\$ 600.00	\$.56
ADVENTURES' CLUB Shoeller Pan Various Products MCC-E CBS 131	4.8	NSP-ABC NCP-MBS NSP-NBC	\$3,000	\$ 626.00	\$.51

[illegible]

Indiana Univ. Surveys Tastes Of Small Towns

CHICAGO, Aug. 30.—Results of a survey completed recently by the radio department at Indiana University (Bloomington, Ind., pop. 25,000) point up a number of significant factors concerning small-town radio. The survey was conducted by J. Skornia, radio director of the school, is significant in itself because it penetrates an area largely untouched by Hooper and other national surveys, the chief reason for the magnitude of the study. More than 5,000 phone calls were made in the Bloomington area by 60 students of the radio department. Questions were similar to those used by Hooper. Results of the survey, according to Skornia, indicated:

Jean Tennyson Show Is Yanked by WNYC

NEW YORK, Aug. 30.—Jean Tennyson's Studio Party, which preemed a couple of weeks ago on WNYC, city-owned station, was yanked this week. Miss Tennyson withdrew the show after it had been pulled off the air for an overhauling.

At first, it was planned to bring the program back September 22, possibly as a recorded show, but subsequently Miss Tennyson decided to drop the idea, for the present, anyway. During the two weeks it was on, the program had its troubles, getting a pasting in the press.

Heard by most...

Preferred by most

KWKH
SHREVEPORT
50,000 WATTS

REAL PROFESSIONAL PILOTS

8x10 PHOTOS



\$7.95

FOR 25
• SEND NEGATIVE
• OR GLOSSY PRINT

Institutional Copy Replacing Coca-Cola Plugs

NEW YORK, Aug. 30.—Coca-Cola program featuring Percy Faith and Ginny Simms on Sundays, 6:30-7 p.m., over the Columbia Broadcast-Net System, will begin using strictly institutional commercials in four to five weeks. Spokesman at D'Arcy Agency, which handles the account, stated the new copy would be very brief, with no selling pitch whatsoever.

Coca-Cola commercials currently plug sales, although the copy is considered in good taste as to brevity and content. Reason for the switch is believed to be in line with sponsor's wish to keep the program on as high a level as possible.

Sylk Bros. Set TD ET's on Own WPEN For Own Drug Co.

PHILADELPHIA, Aug. 30.—Sun Ray Drug Company, giant drug chain spreading from here along the Eastern Seaboard, whose owners will be the new owners of the indie WPEN, when the Federal Communications Commission okayes the buy, returned to big-time radio sponsorship for the first time in many years with the purchase of the hour-long Tommy Jordan music jockey show, WPEN, which the Sylk brothers owning the drug chain expect to take over by the end of the year, is exclusive franchise holder for the Dorsey package.

2 p.m. will be slotted weekdays at 8 a.m., starting September 8 with Dorsey skedded to make a personal appearance on his platter package September 10. Advance campaign also includes window displays in the 200 Sun Ray stores in the area, posters, billboards, subway-train and street car ads, and courtesy spots on the air.

Also of significant trade interest here is the fact that the Dorsey package was set thru the J. M. Korn Advertising Agency here. Phil Klein Agency has had the account to itself for many years and this is the first time that an outside agency has been able to bite into it. Klein, agency head, was originally mentioned as the drug chain's campaign baying part of the almost a million-dollar melon it took to buy the station and its PM adjunct from the Bulletin newspaper now operating the station. Bulletin also is waiting for FCC nod to take over WCAU, local CBS outlet which it bought earlier this year.

NEW YORK, Aug. 30.—Books on "Trit," which has been aired via recordings over WHLY all summer, go on sale here September 15. The show, formerly bankrolled by the Literary Guild of America, will continue as a sustainer.

Part II

The Billboard

CONTINUING PROGRAM STUDIES

The Pause That Refreshes on the Air

Reviewed August 17, 1947

THE COCA-COLA COMPANY

Felix W. Coste, Dir. Adv.

Thru D'Arcy Adv. Co., Inc.

Archie Lee, Account Executive

Via CBS

Sundays, 6:30-7 p.m.

Estimated Talent Cost, \$14,400; producer-director, Paul Louis; writer, Edmond Anderson; announcer, Durward Kirby; conductor, Percy Faith. Host: Roger Pryor; star, Ginny Simms.

Current Hopscotching of the program (started August 17).....None

Average Hopscotching for shows of this type (Popular Music).....6.1

Current Hopscotching of show preceding ("Silver Thumper").....5.8

Current Hopscotching of show following (Gene Autry).....4.3

CURRENT HOPSCOTCHING ON OPPOSITION NETWORKS

ABC's "Greatest Story Ever Told".....2.4

ABC's "Nick Carter".....4.6

NBC's "Hilary Quern".....5.6

ABOUT THE ADVERTISER

During the war period Coca-Cola's radio advertising budget was cut sharply, owing to the shortage of sugar. In 1945, for instance, the figure was in the neighborhood of \$2,775,000. In 1946 the radio budget dropped to slightly more than \$2,000,000. In both 1945 and 1946, the budget averaged \$4,000,000. This year, however, Coca-Cola's campaign back sharply into the network radio picture. In addition to the Percy Faith program, the sponsor will bankroll another show over CBS, scheduled to start in October. At this writing the exact programing setup had not crystallized. In the years from 1943 to 1946, Coca-Cola spent annually in excess of \$1,000,000 for magazine advertising.

Percy Faith's Coca-Cola program over the Columbia Broadcasting System is certainly one of the most popular musical hourlies heard on the air, and no pun is intended. Faith, the musical director who is also doing the Carnation program over the National Broadcasting Company, is gifted with brilliance and taste. His arrangements are superlative, and he is apparently able to inspire his musicians to deliver a plus value, something beyond what is expected of the routine studio orchestra.

The program includes Roger Pryor, who handles his assignment as host in good fashion, and warbler Ginny Simms, who can deliver a tune in an ingratiating manner. However, Faith's musicianship stands out above all. Miss Simms, incidentally, was most effective on this show in her interpretation of "Summertime," one of three in a Gerashwin medley. Her rendition of Hoagy Carmichael's "Star dust" was nearly as impressive. American musical fare on the program included the Mexican Hot Dance, Cole Porter's "Concentrate on You," a new favorite of the old ballad, "Temptation," and a tune from Brigadoon, "Almost Like Being in Love." This line-up represents a very palatable mix of standards and new tunes. Percy Faith and his orchestra prove arresting.

Commercials on the program are

The Ghost and the Bell

Reviewed August 25, 1947

Sustaining Via NBC

Monday, 10:30-11 p.m., August 25, 1947, only.

Estimated Talent Cost, \$3,500; director, Ed King; writer, B. Edgar Murfin; music, Morris Mamorsky; cast: Arnold Moss, Donald Buka, Peter Cappel, Juan Hernandez, Edgar Bailey, Alice Yourman, Jay Meredith, Joseph Boland.

Average Hopscotching for shows of this type (Dramatic).....6.3

Current Hopscotching of show preceding ("Continued Program").....4.4

Current Hopscotching of show following.....Not Available

CURRENT HOPSCOTCHING OF SHOWS ON OPPOSITION NETWORKS

ABC's "Shanghaied by Williams".....7.5

NBC's "Bob Hawk Show".....5.2

NBC's "Battling".....None

"The Ghost and the Bell," a dramatization intended to focus attention on injustices in the public's attitude toward lepers or victims of Hansen's Disease, was a forceful and at times controversial drama. This particular program, produced in co-operation with the American Legion Auxiliary, told the story of a veteran of World War II who acquired the disease in the Philippines. While the affliction in many cases can be regarded non-contagious, and even though it is not the dread killer falsely described in so many writings, victims have been subjected to segregation and discrimination. The NBC drama pointed the way to an educational campaign.

The NBC drama also raised some controversial questions. It was apparent from the program's script that a large segment of the medical fraternity is either in favor of or acquiescent to the layman's phobia and insistence upon segregation.

Well Produced

Technically, "The Ghost and the Bell" was well produced. Director Ed King used a combination of narrative and drama to bring out the poignancy of the position in which victims of the disease find themselves. Education on such a subject is always timely—but it is somewhat more so currently due to the fact that a number of veterans of World War II contracted the disease in the Pacific Theater of Operations.

Not the least effective of the dramatic elements in the program was the musical background. Little for the symbolic treatment given the narrator. He represented a "ghost," or in other words the belief in the title referred to the fact that in ancient days such a noisemaker was carried by victims to warn others of their approach.

The cast put a lot of moxie into their performance with Arnold Moss very good in the lead.

Paul Ackerman

In good taste, pitched on such angles as the fact that more and more factories and offices are installing Coca-Cola coolers. Altho the selling is done in a creative way, with a fairly short time the D'Arcy Agency will switch to strictly institutional copy, even briefer than that now being used.

Paul Ackerman

NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the O. E. Hopper Co. Station. Data concerning the program, including the cast, copy, theme, etc., is compiled by interviews with sponsors and reporters and is based on latest available information.



Mr. Keen, Tracer of Lost Persons

Reviewed August 28, 1947

WHITEHALL PHARMACIAL COMPANY

(Proprietary Drug Division)

R. G. Reth, Adv. Mgr.

Thru Dancer-Fitzgerald-Sample, Inc. F. K. Bern, Act. Exec.

Via CBS

Thursday 8:30-8:55 p.m.

Estimated Talent Cost, \$3,000; production supervised by Frank and Anne Hummert; director, Richard Leonard; writer, Lawrence Kleit; announcer, Larry Elliott; music, R. G. Reth; cast: Bennett Kipetz (Mr. Keen), Jim Kelly (Clancy); following are the cast of "The Case of the Man Who Traveled With Death": John Lady, Vivian Smolen, Walter Greza, William Zuckert, Florence Freeman, Joseph Curran.

Current Hopscotching for the program (Starts August 28).....None

Average Hopscotching for shows of this type (Dramatic).....5.8

Current Hopscotching of show preceding ("Suspect").....7.5

Current Hopscotching of show following ("John Maxwell").....4.9

CURRENT HOPSCOTCHING OF SHOWS ON OPPOSITION NETWORKS

ABC's "America's Town Meeting".....5.2

NBC's "Battling".....None

NBC's "Kaufman & Bragman".....5.3

ABOUT THE ADVERTISER

Whitehall Pharmaceutical is a subsidiary of American Home Products Corporation which is a New York City-based radio advertiser, spending \$6,638,000 for air shows. The firm also invested \$1,895,000 for magazine advertising. Whitehall's share of total expenditures was \$5,998,000 for radio and \$1,600 for magazines. Other Whitehall network shows have included "Real Story," "Story of Helen Trent," "Ellery Queen," "Just Plain Bill" and "Front Page Farell."

Back from his hiatus, Mr. Keen has resumed his weekly tracing of lost persons for Whitehall Pharmaceutical over the CBS. The low-budget whodunit series, which consistently draws an attractive rating, marked its debut with a tale of a man called The Man Who Traveled With Death.

The old perfect-crime chestnut was dragged out and warmed over with the usual 25 Keen taking 25 minutes to learn what most listeners must have grasped by the midway mark. The victim was poisoned by licking the goo on an envelope. The trimmings on the show had all the earmarks of a noontime radio drama, what was the case of suspects being young lovers, and the girl's father pointing the accusing finger at the man in the hat. But Mr. Keen's powers of deduction saved the day, and even led to a reconciliation between the father and the girl's friend.

Whitehall crammed in its usual generous number of commercials, starting with a cow-catcher for Hi-So-Dad and then going to the Anania Kolyos through the show. The Anania pitch made the standard comparison with a doctor's prescription, while Kolyos was said to have a mouth-wash effect built-in that sweetens the breath.

Mr. Keen could use a little more humanity built in to sweeten the show. Sam Chanso

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BRISTOL, CONN.

EVER SINCE the FCC's color decision, television interests have begun more and more clearly to see the light and look hopefully to the future. With the increased production of post-war receivers, with the rapidly quickening rate of new station openings, our many years of striving to keep interest alive and maintain the glowing spark of public interest seems to be paying off. It brings with it the impulse to emit a tremendous sigh.

In the years of television already past, certainly film, studio and field programs all have contributed to over-all programming. But, as in the early days of radio, field programs seem to have been the most powerful in catching the public eye. To at first it was difficult to determine the proper proportions for these three different types of programs, film, studio and field now seem to have achieved their proper places in the over-all perspective of television. One thing is certain—unlike radio, television never will relegate field programs to a secondary position.

Burke Crotty, who enlisted in the army in June, 1941, and returned to NBC a year ago, has been with that network since 1930. Before joining the television department he was assistant photo editor and later photo editor of the press department.

Appointed special events producer in NBC television in 1939, he was responsible for the operation of the mobile unit trucks and supervised the production of many of NBC's televised baseball, hockey and basketball games, tennis, wrestling and boxing matches.

A native of New York, Crotty lives in Redding, Conn. He is married and has one daughter.

Each year since the birth of television at NBC there has been some development tending to enhance the position and stability of television in public acceptance. But while these developments have occurred in each

Video Workmen—No. 11 in a Series

Bigger Field Programs To Play Major Role in Video Progress, Declares Burke Crotty, of NBC

By Burke Crotty

Director of NBC Television Field Programs

of the three branches of television programming, it has been in field programs that the most surprising advances have occurred. Remarkable strides have been made since NBC's two huge original pick-up units rumbled into the 1939 World's Fair grounds and started us on our television career.

At that time we used the Iconoscope camera. But NBC, quick to realize the shortcomings of this type of pick-up unit for wide work, developed the first orthicon camera over six years ago. Even then we were dissatisfied. RCA engineers continued their development work and on October 25, 1945, the first image orthicon camera was demonstrated to the press at NBC's famous television Studio 3-H in the RCA Building. The image orthicon camera opened a good deal wider the door to perfection. But perfection is something we have not ceased striving for.

Perfection is, perhaps, an unattainable goal. But our research and development are going on. And we are ever getting closer. What we hope for is truly portable equipment—light, fast, flexible and easily set up. What we want is to be sure that we will never miss a pick-up because our set-up time is too short or our power supply unavailable or our equipment too cumbersome. Though we certainly have not reached this goal, we just as certainly have come

a long way toward reaching it. Nowadays we come and go to an increasingly large assortment of event. We get there faster, we get there more unobtrusively. Our cumbersome lighting equipment of a few years ago has disappeared from the scene. Cables and floodlights no longer clutter up our working area. We are not yet truly mobile. But we are getting that way.

And just as we have made strides in the technical aspects of our remote pick-ups, we have progressed in our programming concepts. Our foremost object is to take the viewer out of his home—put him right at the scene of a joint session of Congress or a baseball game or a political convention. Our recent pick-up from a submerged submarine at the Brooklyn Navy Yard would have been impossible a few years ago. So would our two-way pick-up from Washington. A few years ago we could never even have considered a pick-up such as we had recently when we showed both the take-off from New York and the landing in Washington of an army pursuit plane.

We at NBC are justifiably proud of our long list of television "firsts." In looking back on our more than 1,000 remote pick-ups, there's no doubt that we have majored in sports. But, after all, that's what the public has wanted primarily. And we haven't gone sports to the exclusion of all else. Parades, major political events,

holiday celebrations, human interest stories of many kinds—we have not forgotten these. They pass before our lenses in increasing numbers. And their number will increase as our mobility and our facilities for uncheduled coverage are improved.

First Things First

Here at NBC we have followed a very definite policy of "first things first." We have not wanted to trip over ourselves in our haste to do more than we were able, and I don't think we have. We have given our audiences what we believed they have wanted to see during our comparatively limited time and with our comparatively limited equipment. It has been a "majority rules" programming policy. That we shall have to continue this policy for some time, we are by no means blind to its shortcomings, and soon, with broadened schedules and improved equipment, we will vastly increase the scope of our program. Already we have begun to build our own remote pick-up programs. We are no longer doing simply the obvious.

One of our most formidable obstacles of the past was the narrow geographic limits within which we could work. We used to be restricted to the New York area for our pick-ups. But this obstacle is rapidly falling away. Now we go regularly to Washington for important stories, and points in between are not beyond our reach. Boston and intermediate points soon will be sending us programs. The Midwest and even the West Coast no longer are nebulous objectives of the inaccessible future. As the network grows, they are definitely within sight.

With the expansion of the network, field programs take on increased importance. For television can "bring the world into your home." And it will be field television that will be most important in showing the people of the world what their world looks like.

It happens at the Waldorf

If you're not on hand to see the complete exhibit of entries in The Billboard's 10th Annual Radio Promotion Competition at the Waldorf-Astoria on September 3 . . .

You won't want to miss

seeing the display of award-winning presentations to be shown at

The Billboard Booth, NAB Convention, Atlantic City, Sept. 15 thru 18

Program Calls For Microwave System Set-Up

Pushes Toward Tele Relays

CHICAGO, Aug. 30.—General agreement that video networks are among the greatest needs of television stations now in operation, or planning to get into operation in the future, was reached by representatives of 13 newspapers which either are operating video licenses or have CPs at a meeting at the Palmer House here Thursday (18). Feeling was that without networks stations will not be able to program successfully and that cost of operations without nets would be prohibitive.

Those attending the meeting got good news regarding chances for the formation of a network from E. Z. Ziesel, Chicago division commercial manager of Western Union. Relaying information received this week from his New York office, Ziesel stated, "Western Union's present planning calls for microwave systems between New York and Chicago via Albany, Cleveland and Detroit; via Pittsburgh, Cleveland and Detroit, and via Pittsburgh, Cincinnati and St. Louis.

When the Western Union is also moving, as rapidly as possible, to become a common carrier of television relay programs and expects to have radio stations available (for transmission of programs) in about six months.

"When the towers and buildings are completed along the routes previously mentioned, the television company hopes to be able to offer television relay service, either on a leased basis to individual broadcasters or to networks, or as a common carrier service to stations that desire it for short intervals.

"It is believed that Western Union can offer this service at attractive rates and that it will be able to furnish such service as soon as anyone wants planning to enter this field.

Ziesel explained to *The Billboard* that the FCC has already approved construction plans for the relay network and that a few weeks and expects to present to the commission proposed rates and other necessary information so that it can go ahead with network transmission within six months. Plan is to relay programs in the 3,000 to 4,000 mc. bands. Ziesel stated that all equipment was ordered and that delivery was assured. He did not know what rates would be.

Amazing thing about the WU network, according to those at the meeting, is the plan to sell time for short intervals, to individual stations or to

Review

Frank Wood, Private Detective

Reviewed Wednesday (20), 7:30-8:05 p.m. Mystery drama presented, sustaining on WBKB, Chicago.

Here's a show that could be good enough for any bankroller right now. Presented by the Affiliation of Television Actors, a local stock company group whose members have had radio and stage acting experience, series features original mystery stories written by Marty Lundquist, and casts Gordon Urquhart as a private detective who gets himself involved in various adventures. Tonight's show, produced by Bruno Vesota and George Mitchell and directed by Lorraine Larson, concerned itself with foiling of a plot to kill a sea captain who returned from the Far East with a fortune in black pearls.

The captain, played by Mitchell, eventually got away with his life after being attacked in a hotel in which Wood was the house dick. Other roles included Rolf Forsberg as the hotel clerk, Mary Ann Russell as the gal "heavy," and Martin Johnson and Joe Bellucci as two possible villains on which suspicion fell.

One of the best things about this series, from the standpoint of potential sponsor, is that is good video entertainment that could be purchased for a talent cost of only \$40. Sets, because they are designed to do a sensitive job at a low cost, would be cheap.

True, writing could be improved so that in the future action and plot could be made more dramatic and could be enhanced, but program illustrated again that video productions need not be expensive to be interesting and entertaining.

Cy Wagner.

Oldsmobile Buys U. of M. Games on TV

DETROIT, Aug. 30.—WJW-TV has signed for televising all University of Michigan home football games at Ann Arbor, sponsored by Oldsmobile. This is Oldsmobile's first television venture. Film commercials will be used. Agency is D. P. Brother & Company.

Paul Williams will be sportscaster and Jim Sberle director.

any groups of stations. According to those at the meeting this would make it possible for an agency or a sponsor to sign up stations on this circuit to carry shows before established network news shows, and get into the picture with regular net service and would make the competition for net affiliates even more keen and open up the possibility of new video networks.

Acme, INS, AP and UP also had reps on hand to explain their plans for transmission of news shows to video stations. UP's representative explained its new plan to present in co-operation with Acme five-minute straight news shows, starting September 7 in New York and Schenectady, N. Y., stations will be supplied with two five-minute feature on women's news and one five-minute documentary show. Plan is to send both series and wire photo pictures which can be shown simultaneously with scripts.

General Foods Dropping Tele Shows for Research Job

NEW YORK, Aug. 30.—General Foods (GF) Corporation announced today that it will drop some television sponsorship commitments for the fourth quarter of 1947 and undertake instead what may be the most extensive research job yet done on video. Howard M. Chapin, head of the General Foods television committee, said the 8:30-9 Thursday evening time on National Broadcasting Company (NBC) outlet WNBC

would be dropped after September 30. GF currently has *Author Meets the Critics* in that slot, following another GF tele show, *Leave It to the Girls*.

Chapin said the move did not portend a "changing interest in television," but that the total radio budget was fixed in amount, and production retrenchment is necessary to carry out the survey. GF will continue to bankroll *Leave It to the Girls*, weather signals on DuMont outlet WABD and also will maintain co-sponsorship with Ford of the remaining Brooklyn baseball games, over WCBST-TV.

The proposed GF research job will be handled by the two agencies which have supervised its tele show, Young & Rubicam (Y&R) and Benton & Bowles (B&B). The agencies' research staffs have been meeting jointly with GF and have drawn up joint plans for the campaign, which were submitted late this week to GF for approval.

Purpose of the survey, according to a GF spokesman, is to amplify the firm's knowledge gained from its experimental teleproductions by adding quantitative and qualitative data on trade and consumer attitudes toward shows and commercials. Three leading research methods probably will be utilized: diary shows, coincidental checks and personal interviews.

Besides putting trailers and home viewers under the microscope, the GF survey also will attempt to get a clear picture of the effectiveness of video to viewers in bars and other public places. Interviews will be conducted right in the bistros showing television.

From the qualitative angle, the research will attempt to discover consumer and trade attitudes on various types of shows now available, their pro and con feeling toward specific shows, and what they feel should be on video that isn't. Same type of questioning will be used for commercials.

Quantitative questions will delve into the number and make-up of video audiences, their income brackets, frequency of viewing, use of home receivers when guests are present, etc. The investigation also will make a thorough census of receivers currently being used as well as the number to be produced, by manufacturer and location, and covering both home and public viewer models.

Coast Philco Distrib Sets Huge Tele Hyp

26-Week Sked of 8 Shows

HOLLYWOOD, Aug. 30.—Philco's largest distributor, Gough Industries, reportedly will spend more than \$100,000 weekly on tele programs here for the next 26 weeks, kicking off with an eight new short on Paramount KTLL. Program block will be launched Monday (1). Plum of producing these eight series goes to Larry Finley, of Finley Transcriptions.

Noteworthy among Gough's shows is a series (Monday, Wednesday, Friday, 7:30-8:00) featuring disk jockey Al Jarvis. For tele, platter-spinner Jarvis turns flicker flasher, using pic soundies instead of his usual wax warces. Three-minute reels feature personalities such as Rudy Vallee, Gertrude Niesen, etc. Jarvis also will use record names as guests. Since he is credited with being the nation's first disk jockey, Jarvis's step into tele may well be the start of a video trend. Seg remains unnamed. Gough will run a title contest, using Philco receivers as prizes.

Other series include *Star Views* (Hollywood chatter), featuring Louis Andrews. As the charts about screen personalities, their skills will be flashed on. Remaining shows are a home economics seg with Phyllis Frost, *Tele Peasy*, do's and don'ts on funn make-up; *Meet the Dons*, sports seg; *You'll Be Sorry*, audience participation show with prizes for studio and home lookers; *For Kids* *From Six to Sixty*, animated cartoons, and a film adventure serial.

Remote Pickups

In addition to these eight, Philco-Gough will sponsor the remote pickups of *The Dons*, pro footballers. Distrib's move into video banking is based upon the premise that is the type of entertainment tele offers that will sell sets. Idea of fostering tele programs to peddle receivers is similar to that followed by RCA Victor, which has been pouring heavy coin into tele, via distributors and dealers, to help stations foot the program bill.

Indicative of Coast tele's growth is KTLL's announcement that it is adding two members to its staff. Al Albert V. Cole, formerly with NBC's tele film division in New York, will handle Paramount's remotes and all the Philco shows. Fred E. Hamlin ex-Assistant Press man, will take the post of station's news editor.

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26300, 8" x 10" \$1183.50
26400, 8" x 10" \$1188.00
26500, 8" x 10" \$1192.50
26600, 8" x 10" \$1197.00
26700, 8" x 10" \$1201.50
26800, 8" x 10" \$1206.00
26900, 8" x 10" \$1210.50
27000, 8" x 10" \$1215.00
27100, 8" x 10" \$1219.50
27200, 8" x 10" \$1224.00
27300, 8" x 10" \$1228.50
27400, 8" x 10" \$1233.00
27500, 8" x 10" \$1237.50
27600, 8" x 10" \$1242.00
27700, 8" x 10" \$1246.50
27800, 8" x 10" \$1251.00
27900, 8" x 10" \$1255.50
28000, 8" x 10" \$1260.00
28100, 8" x 10" \$1264.50
28200, 8" x 10" \$1269.00
28300, 8" x 10" \$1273.50
28400, 8" x 10" \$1278.00
28500, 8" x 10" \$1282.50
28600, 8" x 10" \$1287.00
28700, 8" x 10" \$1291.50
28800, 8" x 10" \$1296.00
28900, 8" x 10" \$1300.50
29000, 8" x 10" \$1305.00
29100, 8" x 10" \$1309.50
29200, 8" x 10" \$1314.00
29300, 8" x 10" \$1318.50
29400, 8" x 10" \$1323.00
29500, 8" x 10" \$1327.50
29600, 8" x 10" \$1332.00
29700, 8" x 10" \$1336.50
29800, 8" x 10" \$1341.00
29900, 8" x 10" \$1345.50
30000, 8" x 10" \$1350.00
30100, 8" x 10" \$1354.50
30200, 8" x 10" \$1359.00
30300, 8" x 10" \$1363.50
30400, 8" x 10" \$1368.00
30500, 8" x 10" \$1372.50
30600, 8" x 10" \$1377.00
30700, 8" x 10" \$1381.50
30800, 8" x 10" \$1386.00
30900, 8" x 10" \$1390.50
31000, 8" x 10" \$1395.00
31100, 8" x 10" \$1399.50
31200, 8" x 10" \$1404.00
31300, 8" x 10" \$1408.50
31400, 8" x 10" \$1413.00
31500, 8" x 10" \$1417.50
31600, 8" x 10" \$1422.00
31700, 8" x 10" \$1426.50
31800, 8" x 10" \$1431.00
31900, 8" x 10" \$1435.50
32000, 8" x 10" \$1440.00
32100, 8" x 10" \$1444.50
32200, 8" x 10" \$1449.00
32300, 8" x 10" \$1453.50
32400, 8" x 10" \$1458.00
32500, 8" x 10" \$1462.50
32600, 8" x 10" \$1467.00
32700, 8" x 10" \$1471.50
32800, 8" x 10" \$1476.00
32900, 8" x 10" \$1480.50
33000, 8" x 10" \$1485.00
33100, 8" x 10" \$1489.50
33200, 8" x 10" \$1494.00
33300, 8" x 10" \$1498.50
33400, 8" x 10" \$1503.00
33500, 8" x 10" \$1507.50
33600, 8" x 10" \$1512.00
33700, 8" x 10" \$1516.50
33800, 8" x 10" \$1521.00
33900, 8" x 10" \$1525.50
34000, 8" x 10" \$1530.00
34100, 8" x 10" \$1534.50
34200, 8" x 10" \$1539.00
34300, 8" x 10" \$1543.50
34400, 8" x 10" \$1548.00
34500, 8" x 10" \$1552.50
34600, 8" x 10" \$1557.00
34700, 8" x 10" \$1561.50
34800, 8" x 10" \$1566.00
34900, 8" x 10" \$1570.50
35000, 8" x 10" \$1575.00
35100, 8" x 10" \$1579.50
35200, 8" x 10" \$1584.00
35300, 8" x 10" \$1588.50
35400, 8" x 10" \$1593.00
35500, 8" x 10" \$1597.50
35600, 8" x 10" \$1602.00
35700, 8" x 10" \$1606.50
35800, 8" x 10" \$1611.00
35900, 8" x 10" \$1615.50
36000, 8" x 10" \$1620.00
36100, 8" x 10" \$1624.50
36200, 8" x 10" \$1629.00
36300, 8" x 10" \$1633.50
36400, 8" x 10" \$1638.00
36500, 8" x 10" \$1642.50
36600, 8" x 10" \$1647.00
36700, 8" x 10" \$1651.50
36800, 8" x 10" \$1656.00
36900, 8" x 10" \$1660.50
37000, 8" x 10" \$1665.00
37100, 8" x 10" \$1669.50
37200, 8" x 10" \$1674.00
37300, 8" x 10" \$1678.50
37400, 8" x 10" \$1683.00
37500, 8" x 10" \$1687.50
3

HISZ RECORDS FOR ALL NEW

Selvin Goes To Columbia Under Sacks

Higgins to Coast; Ayres Up

NEW YORK, Aug. 30.—Ben Selvin, former director of artists and repertoire for Majestic Records and prior to that recording director for Muzak, will join Columbia Recording Corporation (CRC) about the second week in September as manager of popular a. and r. duties under Manie Sacks, vicepres. and director of the entire pop a. and r. operation.

At the same time, Columbia announced that Mitchell Ayres would be moved up to become assistant to Sacks and the musical director-advisor for the popular department. Joe Higgins, who occupied the post to be filled by Selvin, has been named to take over all-a-kind of the West Coast offices. Higgins arrives in Hollywood this week to start his new duties.

E.T. Work Later?

According to Sacks, present duties of Selvin will be confined to a. and r. chores. But he admitted that for the future, should Columbia Broadcasting System (parent of CRC) go into radio, Selvin will be back in the office. (See Selvin With Sacks on page 32)

Receivership Expected To Save Sav-Way

DETROIT, Aug. 30.—Receivership for Sav-Way Industries (parent of Vogue Records), which followed initial claims of half a dozen small creditors against the company, may be the breathing spell that will save the organization. As analyzed here, the company, which it expanded at a fast rate, is still sound. Assets are reported at \$2,216,162 with total liabilities, including a mortgage on the plant tentatively set at about \$750,000. Ratio of 3 to 1 is considered favorable for future prospects.

Sav-Way, meanwhile, is going right ahead with production plans on an order for 25,000 units was booked into its affiliate kiddie-wagon department Tuesday (26). Thomas E. Seaford, president, was to confer with Decca officials late this week to get the final okay on running off the first 100,000 12-inch disks for which Decca contracted from Vogue.

Sav-Way officials expressed a willingness to sell any of the assets separately, including three main departments, the record plant, factory, and machine shop, which can be run virtually separate from one another. The record plant itself has a depreciated book value of \$500,000, equal to 75 per cent of the liabilities, none.

Offers Received

Various firms have expressed interest in the plant is known, including discussion of outright purchase of the pressing plant. Several deals which were cooking a few weeks ago cooled since the receivership was announced, but the view at the plant is that the company will be able to pull thru after a financial "weather."

Decca Boosts British Imports; Building Classical Biz Volume

NEW YORK, Aug. 30.—Decca Records here has been quietly but firmly stepping up its imports of British disks (records, not masters) and is building up a classical business volume based on demand for Paraphone and FFRF (Full Frequency Range Recordings, a subsid of English Decca abroad) was here which already has shown capacities of reaching over \$100,000 a month. Using the FFRF catalog the Decca interests here are promoting an over-growing market for the follow, which is recorded within the "new" 14,000-cycle frequency range. These high-cycle disks, which have created

much interest among classical record buyers in this country, got off to a slow start last February when it was discovered that they were 1-16th inch smaller in diameter than standard-sized disks and were fouling up record changers. Since that time, however, corrections in size have been made in FFRF factories and new shipments have been landing here in more and more record shops.

Potentials Still Limited

Potentials of the FFRF market are still limited since only the imported London gramophone machine can reproduce the full quality of records made at 14,000 cycles and bring out the superior fidelity and "highness" which the FFRF disks admittedly have. But Decca's Bob Frazar, who is in charge of all of the foreign disk importation biz for the diskery here, claims his FFRF disks sound better than ordinary waxings even on a standard American machine, also not up to the gramophone perfection. He believes for this reason that the classical market for FFRF will boom despite the small proportion of London gramophone sets (they lie at about \$1,400) so far sold in this country.

FFRF disks are being retailed at \$2 per with the current catalog including album sets and single releases that run the gamut of classic masterpieces performed by British, Dutch, French and Italian artists and orchestras.

In the popular field, where formerly Decca used no FFRF imports—(See DECCA BOOSTS on page 33)

Majestic Disk Report 273G In the Red

Baron Now A&R Chief

CHICAGO, Aug. 30.—In a report to its stockholders this week, Majestic Radio & Television Corporation disclosed that its record making and sales division closed the fiscal year, ending May 31, 1947, \$273,768 in the red. The corporation's consolidated loss for the year was only \$264,372, with profits of \$5,605 from radio manufacture and sales and \$18,015 from Chicago Majestic, its central distributing headquarters and an additional loss of \$18,226 because of elimination of inter-company profit accounting for the remainder of the consolidated report.

The report stated that "In the first quarter of last year we operated at a substantial loss due to excessive manufacturing costs and an inadequate volume of production." It was further revealed that September, 1946, marked the start of operation on a profit basis, which continued until April, 1947, when a two-month business recession hit. In addition, the report asserted, a large write-off had been made of inventories of finished products, albums, stampers and labels to put the record division on as sound an operating basis for the next year as possible. Stockholders were told that Majestic "appears to have most of the unsatisfactory causes of the last year eliminated and operations are expected to be profitable."

Baron A & R Chief

Parker H. Erickson, v.p. of the org, told The Billboard that Paul Baron has been definitely selected to assume control of the records and repertoire division, with Ben Selvin set to leave. (See Majestic In Red on page 33)

Two Signature Labels Reduced

NEW YORK, Aug. 30.—Recognizing that "certain juke-box operators do not want to pay a dollar for 10-inch records," Bob Thiele, proxy of Signature Records, has announced a reduction in price of its 929,000 series, black label" disks from \$1 to 75 cents.

Also in an endeavor to get more operator sales and stimulate purchase by jazz collectors, the "90,000 series, 12-inch black label" has been chopped from \$1.50 to \$1. Included in this series are Eddie Heywood, Coleman Hawkins and Barney Bigard players.

Armstrong Returns To Berg's Dec. 24

HOLLYWOOD, Aug. 30.—Due to inability of Bill Berg's to set back other bookings, Louis Armstrong won't be held over but will return to the spot December 24 for eight weeks.

The Sachmo combo, which stirred up plenty of commotion here following the preem a couple of weeks ago, will get \$3,500 guarantee plus percentage on the return date, which represents a \$500 boost in the guarantee.

Columbia Records Hikes Prices

Rising Costs Force Boost On Platters

60-Cent Disks Now 75 Cents

NEW YORK, Aug. 30.—With production costs steadily rising, Columbia Recording Corporation (CRC) this week confirmed a price raise on Columbia records, effective Tuesday (26). Under the new scale, Columbia's 60-cent label goes to 75 cents, with CRC absorbing the tax, not only on the 60-cent disk but on all the firm's platters. New rates on other CRC recordings are as follows: 12-inch popers, \$1; 10-inch masterworks, \$1; and 12-inch masterworks, \$1.25. All prices include tax.

Album platters, under the new setup actually will be reduced, as the

Paul Baron Nixes 2 Morgan Albums

NEW YORK, Aug. 30.—Deel for network star Henry Morgan to sign a Majestic contract for two albums has fallen thru, with Paul Baron, newly-named artist and repertoire topker at the diskery, kiboshing a deal that virtually had been consummated between his predecessors and Music Corporation of America (MCA).

MCA reportedly has taken a burn at the Baron nix on a Morgan pact and may even resort to legal action on the basis that oral agreement had been definitely reached with official reps for the diskery before Baron came on the scene.

Wallichs Says No Shake-Up At Capitol

De Sylva, Mercer Exit Iffy

HOLLYWOOD, Aug. 30.—Hollywood's rumor mills were grinding away full blast this week "predicting" that all sorts of things will soon come off at Capitol. Some saw a major shake-up brewing, others shook their heads and said Capitol needs more money, but the one man whose hand charts the diskery's course, Capitol's executive vice-president and general manager, Glenn E. Wallichs, greeted the flurry of rumors with a shrug.

In an exclusive interview with The Billboard, Wallichs freely discussed Cap's present and future, stating that (See Wallichs Says No on page 33)

Archer Deutch's Coast Org

Pacts Herman, Noro Morales; Valdes Is Set

New Agency Eyes Radio

HOLLYWOOD, Aug. 30.—Swift and trade-startling moves here immediately preceded the birth of a new booking agency to be called Continental Artists (CA), consisting of Jack Archer, who resigned as William Morris Coast band booker, and Milt Deutsch, personal manager. First names to come under CA's wing are Woody Herman and Noro Morales with Miguelito Valdes to come in once his current pact with William Morris is satisfied. Deutsch was formerly personal manager for both Morales and Valdes.

Plans call for Jack Archer to act as CA's Coast head, with Deutsch to operate out of his New York office at 1650 Broadway. Deutsch leaves for Gotham within the next 10 days to get the CA ball rolling in the East. New bookery will also open an office in Chicago, but as yet no one has been selected to supervise the Midwestern link in the CA chain.

Herman's move to sign with the new agency came after he revealed he would not renew his expiring contract with General Artists' Corporation (G.A.C.). Deutsch, who automatically moves Deutsch out as Herman's personal manager to make him his booker will bring up Abe Turchen from road manager to personal manager.

According to Deutsch, CA will bring more names into its stable, and will, as well, branch out into radio.

Word that Archer left William Morris to help form CA, left rubbering its eyes. This makes the second time in the past year that a major agency loses an important staffer to go out on his own in the booking biz. First was Mus-Art.

Herman, who took a furlough from the band biz, is currently reorganizing his band and will soon take to the road for ballroom, theater and hotel dates. Ralph Burns will return as Herman arranger.

McNamara Heads

ASCAP Publicity

NEW YORK, Aug. 30.—Dan McNamara has been named director of public relations for American Society of Composers, Authors and Publishers (ASCAP) in place of Dick Froeh, who is tabbed for another executive post with the Society.

TD Capitolizes

Christmas Day

NEW YORK, Aug. 30.—Tommy Dorsey's line-up of theatre dates includes the New York Capitol. Music Corporation of America (MCA) has booked T. D. into the Stern house on Christmas Day. Dorsey's theater line, in addition to the RKO, Minneapolis, and the Riverside, Milwaukee, includes the Palace, Akron, October 30-November 2; Palace, Youngstown, O., November 3; Circle, Indianapolis, November 6-12; Keith, Dayton, O., November 13-19, and Palace, Cleveland, November 27-December 3.

That September Spurt Shows Up

NEW YORK, Aug. 30.—The expected music biz fall pick-up has begun to materialize. Among the publishers this week sheet music activity perked up, with several large pubs seeing the spurt in "stock orders" as a sure-fire symptom that the long-awaited improvement in the market was here. Explanations were given of the usual new-season variety—vacations are over with, people are getting back to their pianos, schools are opening up standard biz and spurring stores to sink some capital investment in pop music, etc.

Disc biz, which has seen to such severe slump as witnessed by sheet peddlers, but which suffered its customary warm-weather droop, also heard better news from distributors and retailers. Nothing like the old days, say the waxers, but they're confident that with a return to the selling push-and-go the dollar volume will keep rising over the past week's starter. Independent record firms, worst hit by the June-July-August taper, shared with the majors in the "more orders coming in" consensus.

Schooler Buys Into Coast Meadowbrook; Joe Zucca To Retire

HOLLYWOOD, Aug. 30.—Harry Schooler, ex-manager of Tommy Dorsey's Casino Gardens, last week bought a \$25,000 interest in Ciro City's Meadowbrook Ballroom, joining with Harold Lewin and Joe Zucca in the operation of local territory. Schooler takes over active interest in new venture immediately, while Zucca retires to an inactive partnership.

Schooler will handle all promotional activities for the Meadowbrook, kicking off with a series of gimmick such as "rent show-casing" nights, free fishies, time-o-similars stunts which proved successful at Casino Gardens. While spot is on a week-end basis, the ready been set for four week-ends beginning September 19, with plans to bring in other top attractions following the Duke's stand.

Stravinsky Pens Popular Ballad; Leeds To Publish

NEW YORK, Aug. 30.—Probably marking one of the first times that a longhair "great" has stooped to the popular field, Igor Stravinsky has composed a popular ballad titled *Summer Moon*, which will be published here by Lou Levy's Leeds music.

Stravinsky was prevailed upon by Goldie Goldmark to take a theme from one of his symphonies, the piece *The Firebird Suite*—convert it to popular dimensions and have Al Klenner (one of the *Heartache* writers) furnish a set of lyrics. Goldmark is the guy who originally persuaded Stravinsky to compose his *Ebony* Concerto, the piece recorded by Woody Herman on Columbia.

"Superman" Album Set

NEW YORK, Aug. 30.—Musette Publishing Company, which has the exclusive rights to the Superman comic strip, will distribute its Superman album thru Continental Music Company, a subsidiary of Conn Band Instruments. The Superman album consists of a set of lyrics on the radio series, plus a *Superman* story book, the entire package to sell for 75 cents. The album will be released next month.

LONDON LINES

LONDON, Aug. 30.—Billy Munn's ork, now at the Ocean Hotel, Sandown, will break up when the date is reached. Since the ork was turned in their notice after more than three years with Munn. . . . When the Embassy nighty shattered last week, Billy Munn's ork played six one-nighters in Northern England and did four BBC shows. . . . Abe Walters and his eight-piece band, now, with a second band at both the Ciro and Embassy nights. Walters, who uses the name Don Carlos, fronts the ork from his piano.

Ivy Benson and her girl ork handed over their weekly earnings to the families of the Whitehaven mine disaster victims. . . . After spending seven and one-half years as the resident ork at the Majestic Ballroom in Liverpool, Wilfred and his ork shift to the Casino Roadhouse at Halkyn, Wales. . . . Tommy Sampson, now on one-nighters, will go into the Savoy Ballroom, Southsea, for a two-month stand. . . . Ambrose is in the hospital where he was operated on for appendicitis. Frank Miller, with a 12-piece ork, are combining forces to take the stand at the Southsea Savoy hotel week-ends. Joint appearances will run thru the late autumn.

AFM Sets Scale

For Audition Disks

NEW YORK, Aug. 30.—With two publishers already making use of Audition Disks, *The Billboard* many weeks ago, a transparent "demonstrator" vinylite platter superimposed on a lead sheet—the American Federation of Musicians (AFM) here has set up a growing "audition disk" trend and set a scale for musicians employed to record same.

AFM has declared scale for what it calls "commercial transcription audition records" to be \$2.50 for the leader and \$4.15 for sidemen. These scales apply only to bulk purchases of "demonstrators" such as are being used by Capitol Music and Robbins music firms here as a new expeditious gimmick for the professional trade.

Robbins ran into AFM scale-setting when it cleared its Ray Dorsey-Johnny Mercer "Audition of Gals Get a Girl and Encore Cheri, which the pub is mailing to artists, disk jockeys, etc. in lieu of orthodox professional copies.

NADJ Chapters Formed in N. Y. And Cleveland

CHICAGO, Aug. 30.—Two local chapters of the National Association of Disk Jockeys (NADJ) were organized this week, while another chapter was in the process of formation, according to Hugh Douglas, WCFL Chicago, executive vice-chairman of the new org. Douglas said the Gotham chapter was formed, with Fred Robbins, WOV and WCBS, as chairman, and Eileen O'Connell, WHN, secretary. Cleveland took shape this week, with Brooke Taylor, WJW; Howie Lund, WJMO; Stan Gee, WGAR, and Kenny Sieds, WHLK, the four members. The first formal meeting of the NADJ in Chicago recently, being set up as organizing committee for that area.

Taylor reports that the group's first venture will be a jazz concert to raise funds for local treasury. Effort will be first of a series of promotional efforts by Cleveland and Chicago chapters. With the exception of one station, the NADJ effort has been well received in Cleveland, Taylor says. The full meeting will be held September 4.

Douglas said that he has tentatively set September 11 as date of the first Eastern meeting. The name jocks Eddie Hubbard, ABC Club, WIND; Ernie Simon, WJJD; Dave Garraway, WMAA; Linn Burdette, WJLB, and Fred Lane jocks, only one of whom attended formation meeting, because of press of show commitments, said they plan to attend the meeting.

Spanish Plattery, S. A. Pubbery Are Set Up in Chicago

CHICAGO, Aug. 30.—A South American publishing firm and a Spanish record firm were organized here this week. Jose Manzanarez, a Fifth Avenue freelance jacker, with Ray E. Wood and Medesto Rivera, set up Melodies of the Americas, an as yet unaffiliated firm, to publish authentic sounding records for the border ditties. Using Rivera's tunes as basis for their catalog, the new publishers intend to obtain other authentic sounding platters in the Latin and South American area. They plan to keep ditties essentially the same as they were heard in the native countries, except that in some instances English lyrics will be worked out for the tunes.

Art Velen, distributor for several Spanish platter firms, set up his own label, Aguilas, which will retail for 78 cents, which would make it the lowest priced authentic platter in the field. Others go for a buck. First four sides are by Efrain Garcia's Quintet, with vocals by Ricki and Nena Barbosa, song due currently at the Glass Hat of the Congress Hotel. Velen has not yet worked out nationwide distribution.

Billy Shaw Wins Top Golf Prize

NEW YORK, Aug. 30.—Agents and bookers literally went in with clubs this week as the Artists Representatives' Association held its annual golf tournament at the famous Country Club, Manamontec, N. Y.

Charlie Yates, Harry Kalchman and Billy Shaw emerged as victors for low gross hole-in-one and *Bickie's* prize, respectively. Shaw got the top prize of the tournament, a set of matched clubs, and Yates won a leather bag.

Mercury Buys Adams' Stock

CHICAGO, Aug. 30.—Berle Adams' stock in Mercury platters this week was absorbed into the Mercury firm when the ex-soubrette's shares were purchased by stockholders already within the organization.

While Irv Green, Mercury proxy, would not divulge size of cash outlay for the block of stock or who purchased the stock, he asserted that the platters feels that the entire ownership will be accelerated because of the close-knit ownership of existing shares. Adams' interest, it is known, had amounted to about 26 per cent of the total stock.

Burton Preems Jockey Show At College Inn

CHICAGO, Aug. 30.—What is claimed to be the first disk jockey show to originate from a night club floor (not the bar) will be started by September 1 over the American Broadcast Company (ABC) station WGN, at the College Inn of the Sherman Hotel. The show, a participation sponsorship seg, to be conducted by Linn Burton, will be aired Monday thru Friday, 10:30-11 p.m.

Twist in the whole idea is that the audience at College Inn won't really get a disk show, since music will be aired from the studio and will not be heard at the niter.

Behind this situation lies the old Petrillo bugaboo again, as well as ABC's desire to be economical. AFM is two-fold: (1) Since orchestra musicians at niter have only a 20-minute break, they could not be kept off the stand for 30 minutes, and the show would run without contract revision. (2) The station was afraid that if it played disks at the College Inn it would be providing a model for a niterly audience and the union would demand hiring of standbys at the station.

Economy Angle

ABC's economy angle involved not seeing the worth of buying a new record player for about \$1,200 to install in the Sherman.

As it is the show will consist of interviews of celebrities and chatter by Burton at the Sherman and music for the radio audience from the studios.

New show makes Burton about the busiest jockey in addition to his regular about 70 quarter-hour periods on WNR, WGN, WCFL, WIND and WAAB.

Australia Amending Copyright Act To Prevent Deadlocks

SYDNEY, Aug. 30.—In order to prevent deadlocks such as the one now in Australian industry, the Performing Rights Association (APRA), the Commonwealth Government Copyright Act has decided to prepare an amendment to the copyright act which would require arbitration when an agreement is not reached.

APRA insists that factories broadcasting music for workers must pay a special fee. In addition to the Australian Broadcasting Commission (ABC) and the Federation of Broadcasting Stations pay APRA a fee of one penny per listener (determined by the number, paying listener license fees) for the right to air copyrighted music. Since this is in excess of what is paid in other countries and all efforts to reach an agreement have failed, the negotiations are stalemated because the copyright act has no provision for arbitration.

Rumba Orks' Inroads Worry AFM Members

NEW YORK, Aug. 30.—American Federation of Musicians (AFM) regular membership here and in Miami have noted with growing concern the increasing trend toward Latin-American orks, made up in many cases of incoming Cubans and Puerto Ricans, in summer locations on the East Coast, New York, and in the majority of the locations, swank and otherwise, in Miami. In the latter city, musicians who normally are set for the winter season come Labor Day report that most of the bookings this year have fallen to the rumba bands, while only a few of the larger locations have set two orks, one for straight dancing and the second for the rumba fans. As a result, residents are breaking up into small combos and seeking cocktail lounge dates.

Resorts in up-State New York, enjoying their complete post-summer season with no restrictions on food-stuffs, etc., have gone heavy on the rumba crews. Julio Torres has orks at the State New York, and in other hotels, including the Young's Gap and the Flagler. The Laurels Country Club has named Sanabari's ork, Norman and His Rumbas are featured at the Swan Lake Hotel, Cubanitos Rumbas at the Nemerson, Don Pablo in the Sha-Wan-Lee Lodge, and Billy Schuck's rumba ork at the Luxor Manor.

In Summer Spots

Locations like the Waldemere, enjoying their complete post-summer season with no restrictions on food-stuffs, etc., have gone heavy on the rumba crews. Julio Torres has orks at the State New York, and in other hotels, including the Young's Gap and the Flagler. The Laurels Country Club has named Sanabari's ork, Norman and His Rumbas are featured at the Swan Lake Hotel, Cubanitos Rumbas at the Nemerson, Don Pablo in the Sha-Wan-Lee Lodge, and Billy Schuck's rumba ork at the Luxor Manor.

Peak was reached when Nora Flanagan, after leaving the Glen Island Casino, moved to the Mount Main at a reported \$2,000 a week fee. Bookers for winter cruise boats report there is a growing demand for rumba bands on the boats playing between the East Coast (Boston, New York, Norfolk and Florida) and Havana.

Songwriter Sues Over 'Now and Then'

NEW YORK, Aug. 30.—Irene Manghri, a songwriter, filed suit last week in the U. S. District Court against Shapiro-Bernstein, Sid Silvers, Finkelhoff and the United Artists Corporation, charging that the music of an unpublished copyrighted song of hers had been lifted by Silvers and Finkelhoff for their tune, *Now and Then*.

Gittly claims she wrote a song titled *Gypsy Serenade* and that prior to her suit she requested that Shapiro-Bernstein obtain a copyright, which was accomplished. On May 12, 1947, Razook assigned his rights in the still unpublished song back to the writer. The complaint further charges that subsequent to the copyright, Silvers and Finkelhoff allegedly violated her property rights by using the music in writing song titled *Now and Then*, which was assigned to Shapiro-Bernstein, and which, she charges, is identical to the one published by the publisher and the writers, according to the complaint, then assigned the song to United Artists Corporation.

Her suit is in a picture released as *Mr. Ace*.

The plaintiff asks for an injunction, and that the defendants pay damages for the alleged infringement. She further requests an accounting of the profits and asks the court to have the defendants deliver the song to be impounded during the action.

Exec Dissension Forces Cats To Exit Vitacoustic Stable

CHICAGO, Aug. 30.—Jerry Muirad's Harmonica, one of the hottest current record names, this week sniked Vitacoustic platters to return to the Universal Recording Company fold, from where they were plucked four and a half months ago when the new label was formed in Chic. The Harmonica's exit from the Vita stable following long internal dissension between the various officers of the platters.

Dissension came to light late in the week.

WM Hosts Jockeys At Harry Cool's Martinique Opener

CHICAGO, Aug. 30.—Emphasis being placed on disk jockey promotion this week was illustrated here again, this time by a major bookings office, Harry Cool, head-bookings chief of the local William Morris office, said that the agency will charter a bus and take about 30 of the city's jockeys to Harry Cool's opening at the Martinique, far Southwest suburban bistro. Agency will finance all the eats and drinks, in addition to the round-trip ride. Gimmick is unusual in that major band agencies have long been criticized for not putting out more actual dough for promotion of their own talent. Cool ork promotion marks first time locally, and perhaps nationally, that agency has laid out dough for jocks to its chafers.

BAND BOOKINGS

NEW YORK, Aug. 30.—Charlie Barnett plays the Rendezvous Ballroom, Salt Lake City, September 10-13, and a Detroit ballroom October 13-15. . . . Tony Cavalero follows his Meadowbrook date with about two months at the Mark Hopkins Hotel, San Francisco, opening there October 14, then playing Ciro's, Hollywood, December 9-January 23. . . . Emil Coleman comes back to the Waldorf-Astoria's Wedgwood Room January 8.

Ted FioRito, currently one-night-stand around the West Coast, goes into Imig Manor, San Diego, November 8-10. . . . Jax is set for the Edgewater Ballroom, San Francisco, September 10-30, then the Biltmore Hotel, Los Angeles, October 9-December 13. . . . Spence plays the Curran Theatre, San Francisco, week of September 3 and the Philharmonic Auditorium, Los Angeles, October 6-7.

Gene Krupa opens at the N. Y. Capital September 18. . . . Buddy Moreno into either the Aragon or Trancas, New York, September 30. . . . Guy Lombardo plays the Tuolumne, Auburndale, Mass., September 11-13, then returns September 25-27, and settles down for his annual stay at the Roosevelt Hotel Grill October 9.

Art Mooney is set for the week of October 3 at the Adams Hotel, Newark. . . . Ted Lewis, who plays the Bowery, Detroit, September 1-14, then goes to the Philly Latin Quarter, Philadelphia, September 15-18, the Calumet Club, Washington, October 13-28; the Boston Latin Quarter November 2-13, and the Town Casino, Buffalo, November 17-21.

Lawrence Welk, who closes at the Aragon, Chicago, September 22, opens at Ocean Park Ballroom, Ocean Park, Calif., September 28, then returns to the Aragon November 1 on an indefinite stay, with a definite March 23 opening at the Roosevelt Hotel Grill, N. Y.

week, when Vita distributors received a letter from Milton T. (Bill) Putnam, vice-president in charge of production for Vita and proxy of Universal Recording Company, a separate Chi recording studio, stating that the Harmonica's were again his exclusive property.

Well In Black

Lloyd Garrett, proxy of Vitacoustic, who together with his partner Jack Buckley, originally bought into the disk set-up and formed Vita with Putnam, when contacted, said that he had one more twiddled platter left by the Harmonica's which would be released next week and that after that he would not have them in the Vita fold. Artists who are remaining with Vita include Henry Duse, Freddy Nagel, Earl (Fathead) Hines, Sid Fisher's New Yorkers, the Mel Brandt Trio and Leo Diamond. Garrett said that Vita today can show a financial statement well in the black and that he had one more twiddled platter left by the Harmonica's which would be released next week and that after that he would not have them in the Vita fold. Artists who are remaining with Vita include Henry Duse, Freddy Nagel, Earl (Fathead) Hines, Sid Fisher's New Yorkers, the Mel Brandt Trio and Leo Diamond. Garrett said that Vita today can show a financial statement well in the black and that he had one more twiddled platter left by the Harmonica's which would be released next week and that after that he would not have them in the Vita fold.

Meanwhile, it is understood that on Wednesday this week a settlement agreement would be amicably worked out between the two parties. . . . As this week Garrett signed movie-radio star Judy Canova to the Vita label for a series of folk recordings.

No Vita Contract

The Harmonica's, who switched label allegiance by going with Putnam, were able to make the move under the licensing agreement under which they operated with Vitacoustic. Jack Russell, co-partner in Mutual Entertainment Agency, which handles the Harmonica's, early in April inked with Putnam a deal for the agency to operate as proxy of Universal Recording Company, to handle the Harmonica's threesome as a platter promoter. The deal was set up which occurred when Vitacoustic was formed about six weeks after Russell turned the *Peg of My Heart* trio over to Putnam. Vitacoustic obtained the services of the threesome thru a license, obtained from Putnam. No Vita contract was ever inked by the Harmonica's so when Putnam left, he merely took his original property with him.

Putnam was rather vague about his projected future record firm, but said that he is meeting with intimates next week to work out a deal, Putnam intends to put out a first release on the Harmonica's soon as possible. George Tasker, originally listed as v-p, in charge of repertoire, handed in his resignation to Vitacoustic last week (29), it was learned. He could not be reached for comment, but it was reported that he was on his way to New York regarding several deals.

Meanwhile, Vita spokesmen declared that their Peg platter had climbed over the 1,400,000-disk mark.

Another Ballroom Try for Baltimore

NEW YORK, Aug. 30.—A newcomer to the ballroom bit will try to trade on Baltimore, known in the trade as the "City of the Town," with a new spot next month. The room, unnamed as yet, was built by Lou Scherzer, said to be an advertising man. It will hold 1,200-1,400 people and operate on a six-day basis.

General Artists Corporation has booked John D. Bothwell to open the room September 27. Scherzer reportedly was sold on Bothwell when the band leader played in Baltimore recently.

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Como's Big Meadowbrook Draw
Proves Attraction Is the Thing

By Joe Carbon

NEW YORK, Aug. 30.—"The attraction is everything," goes the showbiz dogma, but there are those who will argue Dissenters should have attended the Perry Como opener last Tuesday night (at Frank Dalley's Meadowbrook, Cedar Grove, N.J.) when the Como kid with Sam Donahue's band, solo singer Marion Hutton and two supporting acts put a fresh, uncompromising edge on the axioms. Como literally held in the audience with a cowcatcher—about 1,250 opening night, 1,175 on Wednesday, 1,300 Thursday and a week-end crowd expected to bring the week's count over 10,000—which shows to go you.

Dalley admittedly has been in the doldrums. With various bands on a straight-ork policy, Meadowbrook has hadn't been so good—the huge ballroom-restaurant was shuttered for an abnormal more-than-a-month period. But Perry was an old friend. Would he come to the Meadowbrook? He would, and at a ridiculous "accommodation" price. General Artists Corporation was anxious to help and supplied Marion Hutton and the Donahue orchestra, the latter at a flat \$2,500. So Dalley teed off his "new deal."

Opening night the joint was packed—and with many more than the regular trade attendees. The Hutton gal was in good form and stuck cleverly to material that didn't crowd voice limitations. The dancing Evans Family made a fine vaude showing as did the marionette-dangling Martin Brothers, but the tension was all for Como. Curious walk-on and, boom, the applause meter shot up. The rich golden pipes of one of America's big three in crooners didn't let him down. There was some tendency to over-reliant and a little weakness in song-selection at the finish, but at his worst Como would be great and he was much better than "worst."

The Donahue band, in for a fast week with the rest of the bill, did a thorn lacking for the "star" and on its own demonstrated a fine, solid-beat crew that kept the dance sets humming and the temps happy. The important and obvious biz conclusion to draw is that, when the name is big enough, the joint will make money. The real test for the Meadowbrook is yet to come. Como wins an initial stimulant. Next week Mel Torme and Ray McKinley must try their own magnetism on the Jersey set. If this pair pulls strong enough, then Dalley and GAC have proved something. But Como has already taught one lesson—agencies can spur their lagging band biz with a dose of "big-name" act. Sure, the price question will be posed (Como was rendering a personal favor; from now on a stiff "name" fee would have to be paid), but when you can draw in over 10,000 drink-and-dine dancers in one week the problem should lend itself to some solution. Incidentally, some hunk of box-office bulge should be sent to the double flacking job done by Milton Karle and Irv Cahn, drumbeating for the Meadowbrook, and Jim McCarthy, stamping for the Donahue band.

Mich. Exhibits'
ASCAP Protest

DETROIT, Aug. 30.—American Society of Composers, Authors and Publishers (ASCAP) is slated for a roast—ing here Tuesday (2) when a mass meeting of motion picture exhibitors thruout the State will be held at the Fox Theater Building.

Protest rally was called by Allied Theaters of Michigan shortly after ASCAP announced its new licensing formula (The Billboard, August 30) which in effect would raise music-use charges from 200 to 300 per cent for average exhibitors.

Principal speaker at the meeting will be David Newman, theatrical attorney and counsel for Co-Operative Theaters of Michigan.

Ink Spots Beat
Shipping Jam
In Overseas Hop

NEW YORK, Aug. 30.—What started out as a leisurely trip across the Atlantic for the Ink Spots was up with the group finally getting overseas with just a few hours to spare before they were scheduled to open a six-week stand at the Casino Theater in London. Initially booked to sail August 20 on the S.S. America, the Spots were tyrrmied by a ship-deling strike, with the sailing finally canceled three days later. Next they were set for the Queen Mary, but learned the ship would not arrive in time for them to open on schedule. A last-minute opening on the American Overseas Airlines finally took them off for their destination yesterday.

Group, which will draw a reported \$15,000 weekly during their stay in England, will return after completing the Casino booking. How they'll get that money out is still a mystery.

Apollo Re-Backing
Murphy Sisters Disk

NEW YORK, Aug. 30.—Apollo diskery will remove the original backing from its No. 1, "Breaking in a New Heart," by the Murphy Sisters and replace it with the Murphy's version of Civilization. Reason for the switch is that the original disk had the fading Mahzel on the reverse.

With Breaking in a New Heart still climbing the diskery charts, an upcoming tip would help keep the song moving thru the fall.

Song Plugging Sues Over Song
NEW YORK, Aug. 30.—Joe Frassetto, a song pluggier, has brought suit in New York Federal Court against Moe Jaffe, Henry Tobins and Larry Vincent for \$5,000 plus a 10¢ per song on the song "I Had My Life To Live Over." According to the complaint, Frassetto alleges he was offered a deal by the three defendants in September, 1942, to handle the tune for the Genoa Music Company and was to receive 1 cent a copy. Frassetto further alleges that over 500,000 copies were sold.

Melis To Form Ork
For Sherman Bow

CHICAGO, Aug. 30.—With small bands with any kind of a record name hard to find, Ernest Elyfield, proxy of the Sherman Hotel, is working a deal last week with Joe Melis, currently in the hostelry's Panther Room, to single, to form an ork to open in the room September 19. Projected Melis crew will line up with three tenor saxes, two trumpets, drums and bass, plus the frontier's 66-in. Chirp will be Shay Cogan, Gotham songstress.

General Artist Corporation, which books Melis, plans to take the band out on the road when it finishes at the Sherman.

Cugat's Standards To Fly Over Six Latin-American Countries

HOLLYWOOD, Aug. 30.—The Xavier Cugat musical standards will be flying over six Latin-American countries within six months, according to plans revealed by Cugat last week calling for introduction of Cugat orks in Brazil, Argentina, Venezuela, Cuba, Colombia and Mexico. Cugat will visit each of above countries to set up orks bearing his name, fronting bands for one-month stand, then moving on to next country. Bands will remain active, using local sidemen in each country, but billed as "the Cugat" ork. Latin-American bookings are currently being set up by Henry Cugat, Cugat's brother, with headquarters in Mexico City.

First such ork will be activated in December in time to open Mexico City's new lush Hotel Prado, a \$12,000,000 edifice to be operated by the government as a tourist lure. Cugat leaves for Mexico following his location date at Philly's Click. He will front the 20-man crew for the first month of its existence, marking first time Cugat has fronted a band in Mexico's capital city. (To carry thru in Mexico, Cugat received a special okay from the Mexican government, since south-of-the-border authorities have banned American musicians following unpleasantness connected with an American tour of a Mexican ork some months ago.)

Itinerary following Mexican location is still tentative, altho Brazil may be the second Cugat stopover. In each country orks will use stock Cugat arrangements. Plan will keep Cugat out of the country six months of the year, but will still enable him to carry thru commitments for two motion pic stints a year at Metro-Goldwyn-Mayer. While in Mexico, Cugat will wax a series of sides for Columbia Records, to be processed in Columbia's new plant which opens in Mexico City early in November.

First Coast-to-Coast Tour for Jeffries

HOLLYWOOD, Aug. 30.—Herb Jeffries, Exclusive Records' top balladier, was signed last week for his first coast-to-coast tour, set up by Personal Manager Maurice Duke and booked by Agent Reg Marshall. Tour will start with a string of Coast one-nighters, with ork backing to be provided by Jack McVea's combo. Eastern dates will include possible hotel stands, vaude houses, plus additional one-nighters, on a guarantee-percentage basis.

Aside from occasional local dates and sporadic Coast vaude stints, Jeffries has been sticking close to Hollywood during his rise under the Exclusive banner.

Karzas Sets Names For Trianon Cele

CHICAGO, Aug. 30.—William Karzas, Midwest ballroom chain op, is lining up the biggest week of one-nighters ever presented in one ballroom for the week of November 9 when the Trianon, his local South Side dancery, fetes its 25th anniversary. The only one band, Tex Benke, has been booked for the week thus far, Karzas is plotting five other top names to fill out the week.

While no definite budget has been set, it's expected that the talent budget for the week will run from \$8,000 to \$12,000, depending upon the visiting orks.

Banner Signs Jack Bruno

NEW YORK, Aug. 30.—Banner diskery has signed an exclusive contract with singer Jack Bruno, its first English-speaking artist. Firm previously concentrated on the Jewish and Italian field.

Prescott Gets WJZ 6:30 Jockey Slot

NEW YORK, Aug. 30.—With Martin Block's WJWZ disk show catching the majority of the listeners in the late afternoon thru 7:30 p.m., local network outlets now are jockeying their slots to draw listeners to their outlet after 6:30 p.m. Latest move is the addition of a disk jockey session over WJZ, scheduled to get under way October 10 with Allen Prescott, a radio vet who has done everything from broadcasting recipes to emceeing quiz programs, linked for the platter-spinner chore.

At present WNBC and WCBS still retain their news coverage during the 6:30-7 p.m. period. WJZ, which has had considerable success with its Paul Whitman platter show in the afternoons (there is a waiting list of sponsors at this time), figures another disk session may help to attract more listeners and bring some added revenue.

Riviera Band Biz Beckons Britons

LONDON, Aug. 30.—A trend of name orks moving from the London West End to the South of France has been noted here. Teeing off with Bill Duffy's rumba ork, which left Ciro's for a booking at the Palm Beach Casino in Cannes, the movement now seems to be growing as a result of the glad hand extended to Duffy in Cannes. The Negresco Hotel, Nice, is reported negotiating for Eric Winston's ork, and the Ted Heath ork is going into the Prince Des Galles in Cannes for the winter.

Major hurdle in a full-scale movement of English bands to the Continent is the fact that fees are much lower on the Riviera, where the season has been below pre-war standards, than they are in London and Paris, and currency transfers are practically impossible. Orksters say the Riviera bookings are practically paid holidays.

Eddie Janis Assumes Post For BMI on West Coast

NEW YORK, Aug. 30.—Eddie Janis, who recently was tapped from West Coast professional manager of Broadcast Music, Inc. (BMI), to manager of the newly organized film synchronization department, returned West Tuesday (26) after conferring with Carl Haverlin, BMI president, on his new duties.

The department also will serve the interests of many BMI affiliates who do not now have West Coast representation.

Stratner Resumes Waxing

NEW YORK, Aug. 30.—Ted Stratner, after closing at the Capitol Wednesday (27), refused bookings for the next two weeks in order to resume his waxing sessions for Sonora. Ork, after playing a Treasury Hour broadcast, and completing the waxing date, opens at the Statler, Washington, September 15, returning to New York early in November to the Waldorf.

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Made by the Way
It Was Played*

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RCA VICTOR'S PERRY COMO!

with Russ Case and his Orchestra
Two from the new musical "Allegro,"
by Hammerstein and Rodgers, who
wrote Perry's first big hit: "If I Loved
You." These are a clinch to top hit "A"
will catch on quick—"B" will ease in
and be the real hit of the show.

**So Far
AND
A Fellow Needs a Girl**
RCA Victor 20-2402

RCA VICTOR'S LOUIS PRIMA!

Here's Louis' first platter for RCA Victor—and it's going to be big!

Civilization

(Bongo, Bongo, Bongo)
A comedy set to African tempo. The orchestra joins
Prima to make this hilarious styling the big novelty
of the fall season.

Forsaking All Others

There's a taste of "That's My Desire" in this slow
boiled. Cathy Allen, Louis, and chorus back-
ground add novelty flavor.

RCA Victor 20-2400

Say It With a Slap

(from Walt Disney's "Fun and Fancy Free")
Prima puts in all the sound effects and comedy
that are in the original film production.

Group-singing chorus is a riot.
RCA Victor 20-2401
("B" side)



RCA VICTOR'S FREDDY MARTIN!

All My Love

New lyric on an old tune everybody knows... sure-fire
formula! Vocal by Clyde Rogers and The Martin Men.

When the White Roses Bloom in Red River Valley

Hillbilly treatment by Stuart Wade and The Martin Men
... it won't win'ter response at the Coconut Grove.
RCA Victor 20-2376

★ RE-ISSUED BY REQUEST ★

LARRY CLINTON and his Orchestra with vocals by Bea Wain.

Deep Purple

AND

My Heart Belongs to Daddy

RCA Victor 20-2399



RCA VICTOR'S PHIL HARRIS!

Fun and Fancy Free

(from Walt Disney's pic of the same name)
There's lots of fun in this recording. Harris
uses his good old Southern style complete
with top kicks. Will catch a hole of
loughin' money.

RCA Victor 20-2401 ("A" side)



RCA VICTOR'S SPADE COOLEY!

and his Band

Red Hot Polka

Spade turns his Western swing on Continental polka
rhythm, and the outcome is some wild and horrid rid-
dling... breezy vocalizing... and one whole of a
number for the band!

Who Dug This Hole I'm In

Swell strings and vocal by Spade
RCA Victor 20-2384

RCA VICTOR'S CECIL CAMPBELL!

and his Tennessee Ramblers

Campbell, famous for his Hawaiian guitar, tells his hard-hearted
gal friend what her fate will be someday. Filigree is a tropical arrange-
ment full of his expert South Sea Island strumming.

It's Gonna Come Home to You

AND

Hawaiian Moon

RCA Victor 20-2404

ERSKINE HAWKINS and his Or-
chestra with vocals by Laura Washington, Ace
Harris and Chorus.

Somebody Loves Me

AND

Well Match!

RCA Victor 20-2383

DUDLEY KING and his Orchestra
(RCA Victor Smart Set "Favorite Songs from
Famous Musicals, Vol. 2," 1-177)
(Vocals by Frances Grace and Jimmy Carroll)

Someone to Watch Over Me

AND

Make Believe

RCA Victor 20-2321

AND

I'll Follow My Secret Heart

AND

Zigzag

RCA Victor 20-2322

Yours Is My Heart Alone

AND

Love's Rondo

RCA Victor 20-2323

A Kiss in the Dark

AND

I'm Falling in Love With Someone

RCA Victor 20-2324

THE PINE RIDGE BOYS

(Morris Taylor & Douglas Spirey)
Singing with guitars

You Are My Sunshine

AND

Old Shop
RCA Victor 20-2403

JAZZ GILLUM

blues singer

You Got to Row Me Down

AND

I'm Gonna Train My Baby

RCA Victor 20-2405

MAURICE CHEVALIER

with Henri René and his Orchestra.
(RCA Victor International Set "Maurice
Chevalier Returns," 5-51)

Piace Pigiama

(In English)

Weeping Willie

(In English)

(In French)

RCA Victor 20-1088

Quel de Bercy

—Pt. 1 (In English)

AND

Quel de Bercy

—Concluded (In French)

RCA Victor 25-1089

Valentine

—Pt. 1 (In English)

AND

Valentine

—Concluded (In French)

RCA Victor 25-1090

Vingt Ans

—Pt. 1 (In English)

AND

Vingt Ans

—Concluded (In French)

(At the Age of 20)

RCA Victor 25-1091

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS



Modern
RECORDS

KEYNOTES THE FALL SEASON

HADDA BROOKS

"Queen of the Boogie"

LATEST RELEASE

"Don't Take Your Love From Me"

and

"HUNGARIAN Rhapsody No. 2 IN BOOGIE"—#153

New on personal appearance tour. Currently... Howard Theater, Washington, D. C.

Johnny Moore's 3 BLAZERS

"Make-Believe Land"

backed by

"NURSERY RHYME BOOGIE"—#152

Just concluded one of the greatest and most successful p.e. tours of all time.

GENE PHILLIPS

and his

RHYTHM ACES

"Just a Dream"

and "BIG LEGS"—#20-527

Currently rocking Frontier Club, Santa Monica—and turntables all over the country.

WATCH these pages for an important announcement on MODERN RECORDS' new HILLSBURY SERIES

The Billboard
MUSIC POPULARITY CHARTS
PART II

Sheet Music

Week Ending August 30

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in light musical; (W) indicates tune is available on record.

POSITION	Weeks Last Chart to date	Weeks	Title	Composer	Publisher
1	1	1	PEG O' MY HEART (R)	...	Robbins
2	2	2	I WONDER WHO'S KISSING HER NOW (F) (R)	...	E. M. Marks
3	3	3	THAT'S MY DESIRE (R)	...	Mills
4	4	4	ASK ANYONE WHO KNOWS (R)	...	Witmark
5	5	5	WHEN YOU WERE SWEET SIXTEEN (R)	...	Shapiro-Bernstein
6	6	6	"When You Were Sweet Sixteen," published by Shapiro-Bernstein, was omitted last week thru a typographical error. It should have been in seventh place. The Billboard regrets this error.	...	Shapiro-Bernstein
7	7	7	I WISH I DIDN'T LOVE YOU SO (F) (R)	...	Purdomant
8	8	8	TALLAHASSEE (F) (R)	...	Famous
9	9	9	FELUDIN' AND FIGHTIN' (R)	...	Chappell
10	10	10	I WONDER, I WONDER, I WONDER (R)	...	Robbins
11	11	11	CHI-BABA, CHI-BABA (R)	...	Oxford
12	12	12	AN APPLE BLOSSOM WEDDING (R)	...	Shapiro-Bernstein
13	13	13	ACROSS THE ALLEY FROM THE ALAMO (R)	...	Capitol Songs
14	14	14	NEAR YOU (R)	...	Supreme
15	15	15	I HAVE BUT ONE HEART (R)	...	Barton
16	16	16	IVY (F) (R)	...	Burke-Van Heusen
17	17	17	THE WHIFFENPOOF SONG (R)	...	Miller

ENGLAND'S TOP TWENTY

POSITION	Weeks Last Chart to date	Weeks	Title	Composer	Publisher
1	1	1	COME BACK TO SORRENTO	...	Ricordi
2	2	2	NOW IS THE HOUR	...	Kells Press
3	3	3	PEOPLE WILL SAY	...	Chappell
4	4	4	I BELIEVE	...	Edwin H. Morris
5	5	5	AS LONG AS I LIVE	...	Lawrence Wright
6	6	6	ON THE OLD SPANISH TRAIL	...	Peter Maurice
7	7	7	I GOT THE SUN IN THE MORNING	...	Chappell
8	8	8	A GAL IN CALICO	...	Feldman
9	9	9	LITTLE DUTCH MILL	...	Irwin Dash
10	10	10	GUILTY	...	Francis Day
11	11	11	HEARTACHES	...	Campbell-Connolly
12	12	12	MAMMELLE	...	Francis Day
13	13	13	THEY SAY IT'S WONDERFUL	...	Chappell
14	14	14	OH, WHAT A BEAUTIFUL MORNING	...	Chappell
15	15	15	TELL ME, MARIANNE	...	Southern
16	16	16	DEAR OLD DONEGAL	...	Leeds
17	17	17	ANNIVERSARY SONG	...	Campbell-Connolly
18	18	18	CHI-BABA, CHI-BABA	...	Sun
19	19	19	TRY LITTLE TENDERNESS	...	Campbell-Connolly
20	20	20	TIME AFTER TIME	...	Edwin H. Morris

CANADA'S TOP TUNES

Songs rated are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and peddle their own tunes and consequently pull different songs, The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order	Rank Order
WHEN YOU WERE SWEET SIXTEEN	1	5
THAT'S MY DESIRE	2	8
HEARTACHES	3	17
LINDA	4	17
I BELIEVE	5	—
MY ADOBE HACIENDA	7	—
SWEET MARIANNE	9	—
TIME AFTER TIME	9	—
RED SILK STOCKINGS	10	—
GREEN PERFUME	10	—
PASSING BY	11	—
JE VOUS AIME	12	—
ACROSS THE ALLEY FROM THE ALAMO	13	2
AN APPLE BLOSSOM WEDDING	14	10
PEG O' MY HEART	15	1
APRIL SHOWERS	16	1
ANNIVERSARY SONG	17	9

SONG	Rank Order	Rank Order
AS LONG AS I'M DREAMING	1	18
FELUDIN' AND FIGHTIN'	19	—
I WONDER, I WONDER	20	4
I WONDER WHO'S KISSING HER NOW	—	3
CHI-BABA, CHI-BABA	—	6
MIDNIGHT MASQUERADE	—	10
ALMOST LIKE BEING IN LOVE	—	11
HEATHER ON THE HILL	—	12
CELESTINE	—	13
TALLAHASSEE	—	14
GO TO THE MARD	—	15
GRASS	—	16
BRIGADOON	—	17
ASK ANYONE WHO KNOWS	—	20
THE ECHO SAID "NO"	—	20

Modern
RECORDS

466 NORTH ROBERTSON BOULEVARD

hollywood

VITA *coustic*
TONE
CONTROLLED

"LIVING SOUND"
Records

Soaring to New Heights **on ANOTHER "PEG"**



JERRY MURAD'S
"HARMONICATS"

7A **"Peggy O'Neil"**

7B **"September Song"**
(by popular demand)

VITA *coustic*
TONE
CONTROLLED
"LIVING SOUND"

Records

CHICAGO
NEW YORK
HOLLYWOOD

GENERAL OFFICE
& STUDIOS
42nd FLOOR
20 N. WACKER DRIVE
CHICAGO 6, ILL.



Click

BAND OF THE YEAR

Click

MARKET STREET AT SIXTEENTH

PHILADELPHIA 2
• RIA-2793 •

August 25, 1947

Mr. Art Bower,
General Artists Corporation,
1270 Sixth Avenue,
New York City.

Dear Sir,

Ray Anthony and his Orchestra finished a new-
work engagement at the **CLICK** yesterday, and I'm writing
to tell you we have decided that his is the **CLICK** BAND
OF THE YEAR — the most promising new band to play here
in our first year of business.

A wonderful musician and musician himself, Ray
really had to be won and heard to be appreciated. He
was very much pleased with this fellow's music, and his
drawing power increased every day.

Thanks for bringing him to our attention. Mr.
He is really the most promising new band of this year
for us, and truly deserving of our title — **CLICK** BAND
OF THE YEAR.

Sincerely,

Frank Palumbo
Frank Palumbo

FRANK
PALUMBO

PICKS

RAY ANTHONY
AS THE MOST
PROMISING NEW
BAND TO PLAY
THE **Click**
THIS YEAR

Ray Anthony

Bookings



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Personal Management FRED BENSON

HIS TRUMPET AND HIS ORCHESTRA

More power to you— COIN MACHINE OPERATORS

COIN MACHINE INDUSTRIES, INC.
and the operators throughout the
nation are to be commended
for the initiative and energy
they are demonstrating
on behalf of the Damon Runyon
Memorial Fund for Cancer Research.



August 22, 1947

HERE'S WHAT
IS BEING DONE

Mr. Carl Haverlin, President
BROADCAST MUSIC, INC.
550 Fifth Avenue
New York, 19, N.Y.

Dear Mr. Haverlin:

We're more than happy to inform you that two BMI-licensed songs,
as recorded by the **United Artist Records**, Inc., have
been officially selected by Coin Machine Industries, Inc. in con-
nection with the industry-wide campaign for the Damon Runyon Mem-
orial Fund for Cancer Research.

The songs are "ELLA," published by Harwell Music, and "YOU'RE THE
BOMB OF MY HEART," published by Maurice Wells. Both are BMI-
affiliate publishers.

James T. Mangan, director of the CMI Public Relations Bureau, ad-
vises me that the entire coin machine industry, which has already
made enormous contributions to the Cancer Fund, has designated
this United Artist record as its official selection, and that part
of the net proceeds from this record will be turned over to the
Fund by the operators.

In addition, UNITED ARTIST RECORDS is happy to share in this cause
by donating all of its proceeds from the sale of this record. Our
Platts have turned on 400,000 records for distribution to coin
machine operators throughout the country. The authors of the song,
the recording artists, and all UNITED ARTIST RECORD distributors are
also donating their net proceeds to the cancer fund.

Our distributors from coast to coast are prepared to make immediate
delivery of this record to all operators.

On behalf of UNITED ARTIST RECORDS, I consider it a genuine pleasure
to be sharing in this important humanitarian effort.

Very sincerely yours
JOHN CLAIN

President

FOR INFO: 1005 EAST 88TH STREET, LOS ANGELES 4, CALIF.

BMI raises a sincere
salute to all who are sharing in
this great cause. To the coin machine
industry, to the Harwell Music Publishers,
to Maurice O. Wells, to the writers of ELLA
and YOU'RE THE BOMB OF MY HEART, to
the record distributors— to all who are
participating in this worthy effort—
MORE POWER TO YOU!

BROADCAST MUSIC INC.

550 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Week Ending
August 29

PART
IV

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,375 dealers in all sections of the country. Records are listed numerically according to greatest sales. (P) indicates tune is in a film; (M) indicates tune is in a merit musical. The B side of each record is listed in italics.

POSITION		LAST WEEK		RECORD		ARTIST	
7	1	1.	SMOKE, SMOKE, SMOKE	Tex Williams Western Caravan	(That Squeaked)	(Tex Williams-Trio)	
8	2	2.	Run-Run-Run	Red Nile and the Natives	Stafford-Clendinning	Capitol 40081	
16	3	3.	TITMAYHEM	(I Love You) For Seventy Seven-J	Stafford-Clendinning	Capitol 412	
1	4	4.	PEG O' MY HEART	G. Stump	Capitol 412		
1	5	5.	NEAR YOU	The Harmonicates	Capitol 412		
6	6	6.	Red Rose	Francis Craig Ork	Capitol 1981		
12	7	7.	WHEN YOU WERE SWEET	Perry Como (The Solitaires)	Capitol 412		
2	8	8.	SIXTEEN	Lloyd Shaffer Ork	Capitol 412		
11	9	9.	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The	Victor 20-2251		
13	10	10.	THE GREEN PADDIES	and Kaye)	Victor 20-2251		
1	11	11.	I WONDER WHO'S	Ted Werns-Perry Como	Decca 25576		
1	12	12.	KISSING HER NOW	That Old Gang of Mine	Decca 25576		
11	13	13.	PEG O' MY HEART	Three Suns	Victor 20-2272		
1	14	14.	ACROSS THE ALLEY FROM THE	Alamo	Decca 25576		
1	15	15.	FEUDING' AND FIGHTIN'	(M)	Dorothy Shay (Mischa Russell)		
1	16	16.	See That Water Somewhere's	Ork)	Columbia 37189		
13	17	17.	I WONDER, I WONDER, I	Eddy Howard	Capitol 412		
13	18	18.	WONDER	Ash Anyone Who Knows	Capitol 412		

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,375 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

WEEKS LAST IN TOP 100	POSITION LAST WEEK	RECORD	ARTIST
4	1	1. Al Jolson Album	Decca A-576
20	2	2. Dorothy Shay (The Fifth Avenue	Decca A-576
		Dorothy Shay (Mischa Russell Ork)	Columbia C-318
31	3	3. Carlene Carter	Decca A-576
33	4	4. Al Jolson	Decca A-576
3	5	5. Sentimental Journey Album	Decca A-576
		Lee Brown	Columbia C-318

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). according to The Billboard's weekly survey. Records are listed numerically according to greatest sales.

WEEKS LAST IN TOP 100	POSITION LAST WEEK	RECORD	ARTIST
100	1	1. Clair de Lune	Victor 11-6851
115	2	2. Chopin's Polonaise	Victor 11-6844
73	3	3. Chopin's Polonaise	Victor 11-6844
89	4	4. The Boston Post Arthur Fiedler, conductor	Victor 12160
16	5	5. The Whiffenpoof Song	Victor 11-6863
		Robert Merrill	Victor 10-1313

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers). according to The Billboard's weekly survey. Albums are listed numerically according to greatest sales.

WEEKS LAST IN TOP 100	POSITION LAST WEEK	RECORD	ARTIST
7	1	1. The Student Prince	Victor 11-6851
		Al Goodman Ork (Earl Winkelman, Mary Martha Riney,	Victor 11-6851
		Donald Dunn, Francis Greer and the Guild Chorus)	Victor 11-6851
100	2	2. Rhapsody in Blue	Victor 11-6851
		Oscar Levant, Philadelphia Ork, Eugene Ormandy, con-	Victor 11-6851
81	3	3. Rachmaninoff Concerto No. 2, in C Minor	Victor 11-6851
		Arthur Schnabel, pianist, NBC Ork	Victor 11-6851
10	4	4. Rhapsody in Blue	Victor 11-6851
		Paul Whiteman	Signature GP-1
7	5	5. Rhapsody in Blue	Victor 11-6851
		New York Symphony Ork; Eren Kurtz, conductor	Victor 11-6851
			Columbia MM-464

The
Billboard

MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
August 30DISC
TRADE
CLASSIC
FEATURES

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are either available recordings of the same tune. Unless shown in this chart, other available records of same listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Going Strong

POSITION	Weeks Last Week	Title	Artist	Label
1	1	1. PEG O' MY HEART	Three Suns	Victor 20-2272
2	2	2. SMOKE, SMOKE, SMOKE (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americans 40001
3	3	3. THAT'S MY DESIRE	Sammy Kaye (Dan Cornell-The Kaydets)	Victor 20-2251
4	4	4. PEG O' MY HEART	The Harmonicats-Sil Fisher	Victrola 1
5	5	5. I WONDER WHO'S KISSING THEE	Wendy Perry Como	Decca 23805
6	6	6. I WONDER, I WONDER, I WONDER NOW (F)	Gay Lumsden	Decca 23805
7	7	7. WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers)	Victor 20-2259
8	8	8. I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124
9	9	9. TIMTAYSHUN	Red Ingle and the Natural Seven-Joe Stafford (Cinderella G. Stump-Rod Ingle)	Capitol 412
10	10	10. NEAR YOU	Modern Music 30-514; Harry Baer Ork. Four Star 1139; Bing Crosby (John Scott Trotter Ork. Decca 2024; Nore Moulton Ork. Majestic 1120)	
11	11	11. THAT'S MY DESIRE	Francis Craig	Bullet 1001
12	12	12. THE LADY FROM 29	Frankie Laine	Mercury 5007
13	13	13. FEUDIN' AND FIGHTIN' (M)	Fred Astaire (The Martin Men)	Victor 20-2347
14	14	14. PEG O' MY HEART	Art Lund (Johnny Thompson)	Columbia 37189
15	15	15. PEG O' MY HEART	Dorothy Shay (Mitscha Russell Ork.)	Mercury 5052
16	16	16. I WONDER WHO'S KISSING THEE	Wendy Perry Como	Decca 23805
17	17	17. WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers)	Victor 20-2259
18	18	18. I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124
19	19	19. TIMTAYSHUN	Red Ingle and the Natural Seven-Joe Stafford (Cinderella G. Stump-Rod Ingle)	Capitol 412
20	20	20. NEAR YOU	Modern Music 30-514; Harry Baer Ork. Four Star 1139; Bing Crosby (John Scott Trotter Ork. Decca 2024; Nore Moulton Ork. Majestic 1120)	
21	21	21. THAT'S MY DESIRE	Francis Craig	Bullet 1001
22	22	22. THE LADY FROM 29	Frankie Laine	Mercury 5007
23	23	23. FEUDIN' AND FIGHTIN' (M)	Fred Astaire (The Martin Men)	Victor 20-2347
24	24	24. PEG O' MY HEART	Art Lund (Johnny Thompson)	Columbia 37189
25	25	25. PEG O' MY HEART	Dorothy Shay (Mitscha Russell Ork.)	Mercury 5052
26	26	26. I WONDER WHO'S KISSING THEE	Wendy Perry Como	Decca 23805
27	27	27. WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers)	Victor 20-2259
28	28	28. I WONDER, I WONDER, I WONDER	Eddy Howard	Majestic 1124
29	29	29. TIMTAYSHUN	Red Ingle and the Natural Seven-Joe Stafford (Cinderella G. Stump-Rod Ingle)	Capitol 412
30	30	30. NEAR YOU	Modern Music 30-514; Harry Baer Ork. Four Star 1139; Bing Crosby (John Scott Trotter Ork. Decca 2024; Nore Moulton Ork. Majestic 1120)	

Coming Up

FEUDIN' AND FIGHTIN' (M)	Joe Stafford (The Starlighters-Paul Weston Ork.)	Capitol B 443
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MOST-PLAYED JUKE BOX HILLBILLY RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

POSITION	Weeks Last Week	Title	Artist	Label
1	1	1. SMOKE, SMOKE, SMOKE (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americans 40001
2	2	2. TIMTAYSHUN	Red Ingle and the Natural Seven-Joe Stafford (Cinderella G. Stump-Rod Ingle)	Capitol 412
3	3	3. I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms)	Eddy Arnold and His Tennessee Playboys	Victor 20-2241
4	4	4. IT'S A SIN	Dorothy Shay (Mitscha Russell Ork.)	Columbia 37189
5	5	5. FEUDIN' AND FIGHTIN' (M)	Fred Astaire (The Martin Men)	Victor 20-2347

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

POSITION	Weeks Last Week	Title	Artist	Label
1	1	1. BOOGIE WOOGIE BLUE PLATE	Louis Jordan	Decca 24104
2	2	2. NEW ORLEANS BLUES	Johnny Moore's Three Blazers (Charles Brown)	Exclusives 240
3	3	3. I WANT TO BE LOVED (But Only by You)	Savannah Churchill	Manor 1048
4	4	4. JACK, YOU'RE DEAD	Louis Jordan	Decca 23901
5	5	5. ACROSS THE ALLEY FROM THE ALAMO	Mills Blue	Decca 23805
6	6	6. HURRY ON DOWN	Nellie Fletcher and Her Rhythms	Capitol Americans 40002
7	7	7. THAT'S MY DESIRE	Frankie Laine	Mercury 5007

DINAH SHORE

PUTS THE DIAMOND SPARKLE ON FOUR NEW HITS



"IT TAKES A LONG, LONG TRAIN
WITH A RED CABOOSE" (To Carry My Blues Away)

"DO A LITTLE BUSINESS ON THE SIDE"
Columbia 37840

"KOKOMO, INDIANA"

"YOU DO"

(Both from "Mother Wore Tighter")
Columbia 37587

HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and "Q" Reg. U. S. Pat. Off.



ERVIN DRAKE

AND

JIMMY SHIRL

WRITERS OF

'SONATA,' 'TICO TICO'; 'MABEL! MABEL!'
'THE RICKETY RICKSHAW MAN,' 'DELILAH,' ETC.

PRESENT

FIVE NEW #1 SONGS

COME TO THE MARDI GRAS

PEER INTERNATIONAL

YOU'RE BREAKING IN
A NEW HEART
(WHILE YOU'RE BREAKING MINE)

EDWIN H. MORRIS

MADE FOR EACH OTHER

SOUTHERN MUSIC

PLAY THE PLAVERA

EDW. B. MARKS

TO MAKE A MISTAKE
IS HUMAN

RECORD SONGS, INC.

ERVIN DRAKE AND JIMMY SHIRL. SUITE 716
1619 BROADWAY, N.Y.C.

The Billboard MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending
August 30

RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

CIVILIZATION Louis Prima and Ork. Victor 20-2400
"Hongo, hongo, hongo, I Don't Want To Leave the Congo," sings Louis Prima with the chorus, and the nickette will start selling in faster than ever. It's another Prima special, one of those cuties he's been knocking out with increasing popularity, with Louis carrying the lead with the clever lyrics, and the chorus coming in for the assistant. Tip is "Perishing All Others," an average tune, with Prima, the chorus and Cally Allen on the frills. A very thin first on the Victor label for dot. Lookie boy!

FREEDOM TRAIN Buddy Clark with the Modernaires Columbia 37889
Last week it looked as if no rendition could equal the Crosby-Andrews picture of this 'un. But Buddy boy hasn't been heard from! A guy whose career forecast steadily upward and whose vocal assembly gets better and better. Clark sings the "Train" song with long and heart and just about the best. The Modernaires can't keep their own favorite, but we repeat they'd better say one. "Train" is a jangle rhythm tune dedicated to help the campaign to get Americans on American goods—such a wholesome idea makes the ditty a "must" perforce. Filmore on Clark's version is "Sincerely Yours." In what an embellishes the true ditty done on Capitol by Freddie Stewart, with some spoken in a Tex Spioa cadence, and tossed in the second chorus break.

AND MIMI Dick Haymes with Gordon Jenkins's Orchestra Decca 4-1972
The song's the thing! You'll be hearing it on a batch of platens from all labels, but for now Dick Haymes's version starts up as his stuff. This tangle of French melody slides in the mood, the Frenchman's whistling-around and may well prove to be another "Mam'zelle." One thing about Decca players, the lyrics are always heard clear and meaningful. With so many discolors leaving up the winks, the Decca contribution to four compilation makes the listener doubly grateful.

JUST AROUND THE CORNER Pied Piper with Paul Weston's Ork. Capitol 456
The Dell Trio Columbia 37591
Written for the past generation by Delius Ellinger and Harry Von Tilke, and kept alive by Paul Weston down thru the years, the side square has been a perennial revival with Capitol and Columbia, starting the ball rolling. The Pied Piper sing it sweetly through, with only a musical bridge between the verses. The Dell Trio, who sing it, is "I Wanna Be a Friend of Yours," a cute number but below the performance of the "Dancer" side. The Dell Trio handles the side in for real rhythm, playing it straight all the way in a manner that is pleasant to the ear. The Trio's style, like, Revolver is another revival, "The One I Love." Give a nod, there should be plenty of activity "Just Around the Corner" from here on out.

RECORD REVIEWS

A significant portion of reviews is intended for information of all record and music men. Boldface notation is intended for guidance of juke box operators.

JOHNNY LONG (Signature 15157)

Parade—FT, VC.
It's Like a Trip To Tipperary—FT, VC.

The Johnny Long pattern of strenuousness in a familiar song lyric with his hand boys singing it in unison as a swing choir leads itself well for the warpage of "Parade." Taking the romantic walk at a heavy bounce tempo, Frances Lane pipes the lyrics as the songsters intended it to be sung with the hand boys on the response with their own rhythmic patter. Contrasting, maestro Long brings in Matt Reddy for the slow and smooth Irish ballad, "Trip to Tipperary," singing sweetly and tenderly in true Irish tenor style.

They'll step up to the machines for "Parade" where the *Johnny Long* even those have already taught you, while the noted Irish ballad is worth a try at the tape and lavalier.

LOUIS RUSSELL (Apollo 1071)

For Sam a Fool Again—FT, VC.
Gloomy Sunday—FT, VC.

The Luis Russell band merely provides a full and harmonic musical background for the platter with the spinning and entirely on the strength of Les Richardson's mellow trumpet. A trans. balladeer of his kind, Richardson rises the ball with his torch chanting for the slow spin. "Fool Again" ballad for which Russell band makes a fuller and more rhythmic bank, to be played with and with full dramatic force in singing the slow and droney "Gloomy Sunday."

"For Sam a Fool Again" will click with the Harlem chicks.

LIL GREEN (Victor 20-2417)

Take Me Back to Little Rock—FT, VC.
You've Been a Good Ole Wagon—FT, VC.

With her own small band to cut a rhythm figure pattern in the background, the lusty blues singing of Lil Green suffers only because of the song material. But while "Little Rock" faithless mere as an whips out the wordings with a real rhythmic frenzy, breaks down in a more new mood for the muted grin in the slow race blues song of the "Old Wagon" that broke down, and she sings the one, with full rhythmic feel, but without the

insouciance implied in the song story. Race spots may evidence some role in the strength of big-sized Lil Green.

WILL BRADLEY (Signature 15134)

Lonely Moments—FT.
Hop a Boogie—FT.

The emphasis is on Mike O'Brien's instrumental scoring rather than Bradley's tremulous virtuosity. But with a wealth of fresh original ideas in the arrangements and a tightly-knit ensemble to interpret them, it's a solid piece. It makes for plenty of musical substance for both of these instruments. The Bradley forte mood, over rich tone and texture, ticks on Mary Lou Williams' "Lonely Moments" mood being with the best in instrumenting the figured design. And for the flip, it's a rhythmic rock-riff to follow for an ensemble in an eight-beat pattern that comes out as "Hop a Boogie."

Re-hep fans may show some interest in "Hop a Boogie," particularly with the title attraction.

THE GLENWOOD QUARTET

(Lark LR-1001)

Just a Closer Walk With Thee—FT, V.
Eachin' Saw the Wheat—FT, V.

It's the shaping of the Negro spirituals that the manner they should be sung. The harmonies Dixie Humming Birds, with a rich tenor voice to carry the lead, sharing with the deep and bold voice of the bass, boys sustain a rich rhythmic and spiritual flow as they sing unaccompanied for "Just a Closer Walk With Thee" in a slow tempo and for "Eachin' Saw the Wheat" in a more moderate pace.

For home use.

INK SPOTS (Decca 44111)

Do You Feel That Way, Too?—FT, V.
Intermission—Decca 44111.

It's the familiar Ink Spots pattern for those sides with Bill Kenny carrying it to harmony for the first time. The way he balled and a welcome contrast in giving a bit of harmony treatment as they sing the familiar "Intermission" piece at a brighter tempo. Ink Spots fans, who will side with Bill Kenny's solo singers.

(Continued on opposite page)

(Continued from opposite page)

JEAN SARLON (Victor 25-0101)*I Wander Who's Kissing Her Now—**W. V. V.*

Almost like whispering in your ear—the low intimate Jean Saron gets in his singing—the French romanticism gives a suave yet tender interpretation for both of these ballads. The soft strings of Toots Chameroy's music down a velvety carpet, and Saron singing at a slow and entirely leisurely pace, he eases the words in a waltz tempo for the familiar "Kissing Her Now." It's even more bewitching as he gives out in French for the sentimental "Innocentment" ("Orchids for Madame").

For the intimacy of the home player.

BILLIE HOLLIDAY (Columbia 37596)*Long Gone Blues—F. T. V.**Am I Blue?—F. T. V.*

Doing back a half a dozen years and more, these sides are being loved for the first time by the label. And with the warm blues styling of Billie Holiday given to full emotional sway, spinning adds up to real lyrical excitement made all the more attractive by the jazz purists playing in the small band background. Singing it low-down and gutsy for "Long Gone Blues," taking a moderate tempo as she tells about her love being all wrong, the soprano sax of Tab Smith and the groovy trumpeting of Hot Lips Page is something to occupy the attention. Takes it at a slow tempo for seductive "Am I Blue" singing for which Ray Ellridge's trumpet adds force to her singing.

A rare addition to the hot jazz collection with race spots and campus haunts sure to pay off long for "Long Gone Blues."

SAUL MEISEL (Victor 25-5074)*We Go to the Land and Who Will Build?**F. T. V.*

A folk singer, Saul Meisel's tenor plays forth the modern Hebrew melodies of Palestine in excellent fashion. With strident and woodwind providing harmonic support, sings with fan spirit for a medley of two gty and tuneful folk songs in "We Go to the Land" and "Who Will Build?" And it is much at home with the slow lullaby as he sings it sweetly and with feeling for the melancholy "Whispered Song."

For the nationally buyers.

THE THREE SUNS (Victor 20-2393)*On the Avenue—F. T.**Sentimental Boy—F. T.*

It's lush with melodic richness on the accordion, organ and guitar blend for these highly tuneful melodies. And the dance beat is just as pronounced. Three Suns take it on a contagious bounce tempo for the catchy "Avenue" song, slowing down for a beautiful and buoyant "Sentimental Boy" serenade.

Phone fans favoring the Three Suns, as who doesn't, will favor both sides.

ERSKINE BUTTERFIELD (Masterdisc 501)*Cecilia—F. T. V.**Spain—F. T. V.*

The rhythmic phrasing of Erskine Butterfield, both in handling the wargame and in knocking the keyboard, brings a personality equation to the platter that makes for enthusiasm. With a fine measure of intimacy in his song styling, and the hot horns in the small band alarizing the instrumental frame and sustaining a rhythmic flow for his song, Butterfield makes a mark by instrumenting a lively whirling for "Cecilia." And at a moderate bounce beat, sells it in personality piping and playing style for "Spain." It's commercial all the way.

Where "Cecilia" is coming to life again, Butterfield's entry gives it a nice lift.

JOSH WHITE (Apollo 157)*Apples, Peaches and Cherries—F. T. V.**The Man Who Couldn't Walk Around—**F. T. V.*

Without peer when it comes to piping the folk ballads, and projecting the lyrics with a sense of sincerity and simplicity that truly makes for spellbound listening. Josh White offers a must-have matinee in making his disk debut for this wavery. Singing to his own guitar strums, White points a beautiful lyrical picture for "Apples, Peaches and Cherries," madrigal music.

of the orest peddler who wooed and won the fair maiden. And for the flip, says beautiful tributes—and in fitting manner—to the late P.D.A. and while there's no names mentioned, there's no mistaking the personality in "The Man Who Couldn't Walk Around."

Record fans will grab this up for the intimacy of their parlor phones at home.

HALL SISTERS (Victor 20-2398)*You Never Can Tell the Depth of the**Well—F. T. V.**Trouble Is a Man—F. T. V.*

The trio harmonies of the Hall Sisters, their voices shrill and without body in their blend, brings no prevention to their initial plattering. Nor does the music making of the Hall Sisters' hand add any more rhythmic flavor or color to their chanting. Their sopra qualities pronounced in their singing and in the band's playing, gets far better when piping to the bounce beats for an innocuous "You Never Can Tell" than when singing it slow and close for the "Trouble" blues discs.

Nothing to command coin attention to this recording.

RUS PINTO-NANCY LEE*(Tone Disk 103)**It's Just a Matter of Time—F. T. V.**When Summer Comes—F. T. V.*

For an indie waxer, here is platter production that stands up with the leading labels. Moreover, it's excellent song material in built material introduced with the "Summer Comes" song of musical show quality. Present on vinyl, with Lee Lettifer conducting a full ensemble rich in fiddle and woodwind color for Herman Shurin's colorful arrangements, the spinning is something to occupy the attention. Even the voices are good, but unfortunately, the vocal interpretations run far beyond commercial lines. Russ Pinto, singing "Summer" displays a hoarse, a hoarse set of tenor pipes; and Nancy Lee for the "Summer Comes" lullaby is of the same vocal timber. However, the voices lack the warmth and expression to bring out the commercial qualities of the songs along popular lines.

Phone play will depend largely on the popularity attached by the tunes.

THE GLENWOOD QUARTET*(Lark LR-1001)**The Candy Man—F. T. V.**Moss—F. T. V.*

A Negro spiritual quartet with a good tenor lead and a filling bass voice to tie up the neatly knit blend, the Glenwood Quartet impress favorably in their singing of the "Moss" spiritual. Boys sing without any instrumental accompaniment and the absence of a sustained rhythm is pronounced in their harmonies for "The Candy Man," a rhythm dictating hardly suited to their singing style.

No coin appeal in this cutting.

LEE WILEY (Melanite 7255)*Woman Alone With the Blues—F. T. V.**Sugar—F. T. V.*

The jazz overtones in his lyric perfection meet pronounced satisfaction in a rhythmic feel that makes vocal quality almost superfluous. Lee Wiley's blues showcasing is a real object lesson in song expression. And with mucky jazz blues at the piano piping the small ensemble cutting three with a subdued but sustaining rhythm background, is bello Lee lives the blues for both Willard Robinson's slow blues mood, "Woman Alone With the Blues" and the slow and satiny spinning "Sugar" of yesterday's vintage.

Hot jazz fans will favor these.

DENNIS DAY (Victor 20-2360)*Love and the Weather—F. T. V.**Naughty Angelina—F. T. V.*

The smooth and leisurely tone piping of Dennis Day, with Charles Dunn providing a soft and sustained musical background, makes for a pleasant singing-instrument for both of these ballads. Takes both at a slow tempo, with plenty of buoyancy in the flow of both tuneful ballads.

For the folks at home favoring the air singer.

(Continued on page 120)



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663 ANSWER TO RAINBOW AT MIDNIGHT—BILL CARLISLE
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Advance Information

Week Ending

August 30

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

A MERRY CHRISTMAS ALBUM.....	Signature 8-7
Angie Bell.....	Signature 15138
Let It Snow! Let It Snow! Let It Snow!.....	Signature 15138
Santa Claus Is Coming To Town.....	Signature 15138
The Christmas Song.....	Signature 15138
White Christmas.....	Signature 15138
Winter Wonderland.....	Signature 15138

A STRANGER IN TOWN.....	Phil Reed (THERE MUST).....Dance-Tone 126
AND MIMI.....	Dick Haymes-Gordon Jenkins Ork. (WHEN I'M).....Decca 24172
AND MIMI.....	Mel Torme (BOULEVARD OF).....Musicraft 15114
ANOTHER NIGHT LIKE THIS.....	Phil Reed (THE WHISTLER'S).....Dance-Tone 126
AVE MARIA.....	Ray Black Ork. (Harvard Knave-Chorus).....Signature 15118
BACK IN YOUR OWN BACKYARD.....	Reddie Stewart-Dreamscape (TILL BE).....Capitol B459

BEST LOVED CHRISTMAS MUSIC	Ray Black Choir & Ork.....Signature 8-3
Album.....	Signature 15138
Canique De Noel.....	Signature 15138
Deck The Halls Away In A Manner! Hail The Herald Angels Sing.....	Signature 15138
Here We Come A'Caroling; The First Noel; God Rest Ye Merry Gentlemen.....	Signature 15138
Joy to the World; Good King Wenceslas; Angels We Have Heard on High.....	Signature 15138
Silent Night.....	Signature 15138

BETWEEN AMERICANS ALBUM	Kate Smith (Jack Miller Ork.).....MGM 7A
BLESS THIS HOUSE.....	Kate Smith (Jack Miller Ork.).....MGM 7A
BOULEVARD OF MEMORIES.....	Phil Reed (THE WILDEST).....MGM 30029
BODY AND SOUL.....	Phil Reed (THE WILDEST).....MGM 30029
BOULEVARD OF MEMORIES.....	Mel Torme (New Orleans).....Victor 20-2374
AND MIMI.....	Muscraft 15114

BRAHMS WALTZ IN A FLAT.....	The Palma Dots (PEGGY O'NEILL).....Mercury 5063
CAN'T HELP LOVIN' THAT MAN.....	Patti Page (Eddie Gets Ork) (I'VE GOT).....Mercury 5063
CECILIA.....	Phil Reed (SHIPPING CIDER).....Dance-Tone 126
COME BACK TO SORRENTO.....	Vic Damone (Cassanova Ork) (FOR ONCE).....Mercury 5063
DAISY.....	The Palma Dots (PEGGY O'NEILL).....Mercury 5063
DAWN.....	Phil Reed (COLD DUE OLE OLE).....Musicraft 808
DON'T TELL ME.....	Johnny De Cicco Quartet (Jeanne Reed) (DREAMING).....Capitol B459
DREAMIN'.....	Johnny De Cicco Quartet (Morgan Miller) (DON'T TELL).....Decca 1011

DRIFTING AND DREAMING ALBUM.....	Decca A-578
Drifting and Dreaming.....	Les Paul Trio.....Decca 2118
I'm Drifting Back to Dreamland.....	Dick McFarlane Harmony Huskians.....Decca 2118
It's Been a Long, Long Time.....	Les Paul Trio.....Decca 2118
The Bittering Sands of Alhambra.....	Dick McFarlane Harmony Huskians.....Decca 2118
The Walks You Saved For Me.....	Paradise Island Trio.....Decca 2118
When I Look You.....	Paradise Island Trio.....Decca 2118
When You're a Long, Long Way From Home.....	Paradise Island Trio.....Decca 2118
Where the Bird of the Night Meets the Gold of the Day.....	Paradise Island Trio.....Decca 2118

EMPEROR WALTZ.....	Shirley Henderson Ork. (THE STARS).....Capitol B459
FOR ONCE IN YOUR LIFE.....	Vic Damone (Cassanova Ork) (FOR ONCE).....Mercury 5063
FUN AND FANCY FREE.....	Phil Reed (Cold Due Ole) (FOR ONCE).....Mercury 5063
GIRL OF MY DREAMS.....	Phil Reed (Cold Due Ole) (FOR ONCE).....Mercury 5063
GOD BLESS AMERICA.....	Kate Smith (Jack Miller Ork) (BLESS THIS).....MGM 30029

GREEN EYES.....	Phil Reed (Cold Due Ole) (FOR ONCE).....Mercury 5063
HILLS OF COLORADO.....	Robert Scott (Milton DeLuge Ork) (MY FUTURE).....Decca 24172
HOW LUCKY YOU ARE.....	Andrew Sisters (Vic Schone Ork) (NEAR YOU).....Decca 24172
HOW LUCKY YOU ARE.....	Phil Reed (Cold Due Ole) (FOR ONCE).....Mercury 5063
I CAN'T GET UP THE NERVE TO KISS YOU.....	Phil Reed (I WON'T).....Dance-Tone 121
I HAVE BUT ONE FRIEND.....	Phil Reed (I WON'T).....Dance-Tone 121
I WANNA BE A FRIEND OF YOURS.....	The Pied Piper (Paul Weston Ork) (JUST AROUND THE CORNER).....Capitol B459
I WISH I DIDN'T LOVE YOU SO.....	Phil Reed (WHEN YOU).....Dance-Tone 120
I WON'T BE HOME ANY MORE.....	Phil Reed (I CAN'T).....Dance-Tone 121
WHEN YOU CALL.....	Phil Reed (I CAN'T).....Dance-Tone 121
ISLE OF CAPRI.....	Phil Reed (I CAN'T).....Dance-Tone 121

I'VE GOT SOME FORGETTING TO DO.....	Phil Reed (I CAN'T).....Dance-Tone 121
JUST AROUND THE CORNER.....	The Pied Piper (Paul Weston Ork) (JUST AROUND THE CORNER).....Capitol B459
JUST FOR ME.....	Phil Reed (I CAN'T).....Dance-Tone 121
JUST PLAIN LOVE.....	Phil Reed (I CAN'T).....Dance-Tone 121
KOKOMO, INDIANA.....	Phil Reed (I CAN'T).....Dance-Tone 121
LAZY COUNTRYSIDE.....	Phil Reed (I CAN'T).....Dance-Tone 121

LINGER AWHILE.....	Phil Reed (I CAN'T).....Dance-Tone 121
LULLABY FOR LATINS.....	Phil Reed (I CAN'T).....Dance-Tone 121
MISSOURI WALTZ.....	Phil Reed (I CAN'T).....Dance-Tone 121

(Continued on opposite page)

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Cabarets in Ruined Germany Struggling To Regain Feet

BERLIN, Aug. 30.—The shows you see today in Berlin and other German cities cannot be compared in any way with the great bills presented here before Hitler's time. The leading Berlin vaude houses, the Wintergarten, Scala and Plaza, are no more; they were blasted in 1943 and 1944. Scala is a ruin, like the others, but one wing of the big house still exists and it houses a restaurant and small cabaret.

In 1945 there were no intact music halls or cabarets left in Berlin. Soon afterward new variety halls and cabarets were opened, most of them by people unknown to show business before the war. Devastated former restaurants, even barns in the suburbs, were put into shape for such enterprises. These spots charged enormous admission prices, booked all available talent, often paying surprisingly good prices for would-be artists, sold what remained of wine, cheap and bad beverage stocks and made money. But not for long. They disappeared after a few months.

It was then that the German artists' organization, Internationale Aristen-Ligen (IAL), which was dissolved by the Nazis in 1934, was revived. Carl Schwarz, of "Broken Mirror" fame, who was banned from the stage by the Nazis, was elected president of IAL. Albert Van de Velse, a British subject who in 1939 was detained by the Nazis but later was released and permitted to play all over Germany during the war, was named chairman and one of the deputies.

The new IAL faced a tough job trying to build up its organization again. Many of the prominent members of the old group, like Otto Allison, Adolf Wotjert and Nick Kaufmann, died before the IAL was revived. Most of the best acts were dissolved during the war and individuals were killed in the fighting or during air raids.

Difficult as it was, nevertheless, the IAL got going again. Its operation, of course, is complicated by the fact that Germany is partitioned into four zones. The IAL is represented in the four zones, but its head office is where it was in the old days, in Berlin.

In addition to IAL, a union of variety theater managers has been founded in Duesseeldorf and a circus managers' union has established headquarters in Frankfurt. In Berlin, no managers' organization has been permitted until now.

Acts working in Germany today have a bad time of it because there is a shortage in everything. Equipment and costumes, which were lost, destroyed or stolen, are hard to replace; the regular markets have nothing, and black market prices are too high for many artists. Therefore, it is almost impossible to keep an act up to date.

Berlin has theaters in all zones. The Scala opened again in October, 1945, at the former Nollendorf Theater on Nollendorf Square, not far from the former Scala premises. It is now named New Scala and its managers are Hans Nerking, a former actor, and Wolfgang Wilk, for many years well known in Berlin as assistant manager of the Scala. The New Scala, with about 1,000 capacity, is a good deal smaller than the original. The stage also is smaller but well equipped with all modern lighting devices, scenery and stage settings.

Policy of the new house is a mixed program, the first half consisting of high-class variety acts, the best available stars and stages in American style. The second part is a top-notch films shown are rather old—some were released in America 10 years ago—they are much liked over-

a novelty for Germans.

The New Scala also houses the Kabarett der Komiker (Cabaret of the Comedians), founded by Kurt Robitschke 25 years ago. The former house of the Kabarett der Komiker was heavily damaged by an air raid in 1943. Willi Scheffers, dean of the German cabaretists, was appointed manager of this cabaret in 1946, but now is engaged by the owners and managers of the New Scala only as artist. There is no trace left of the tradition of Robitschke's Kabarett der Komiker, too quite good programs are offered in the small and low-ceilinged hall.

While the New Scala and some other new but less important variety halls, and cabarets in the vicinity, the Zoological Gardens are situated in the American and British sectors of Berlin, the biggest theater is to be found in the Russian sector. It is the Palast Variete, the past great playhouse of Max Reinhardt. Before the war it was the home of the renowned Albert Schumann and more than 80 years ago of the famous circus, Renz.

This big house has a capacity of some 3,000 is only slightly damaged by bombs, has a big stage and is well equipped. Until the Russians took over the house in 1945, it was managed by Marion Spadol, daughter of the world-famous Paul Spadol who still runs his agency and is known as a shrewd talent finder. The house reportedly will play operettas.

Novelties and good strong acts, headlines and attractions are still rare in Berlin. Traveling is best with severe food, housing and transportation problems. The zonal borders make traveling most difficult for artists, consequently many prefer to stay in Berlin or in other zones and play all possible halls. This means, of course, that the shows lack variety, which producers attempt to alleviate by strengthening their bills with bullets. The shows in Berlin are changed monthly.

Despite this lack of variety, business at the Scala and Palast has been good.

The Palast and Wintergarten frequently have been hired for boxing or wrestling matches and for political meetings. The Wintergarten, once the most famous and leading variety theater of Germany and even of the Continent, has been rebuilt by its owners, the HAG (Hotel Company, Ltd.), at a new site at the Hasenheide, in the southeastern section of Berlin in the American zone. Even the famous starlet sky on the roof of the former Wintergarten was copied, a big stage and all modern equipment were installed and in November 1946 the new Wintergarten opened, but as a movie house. The new director, a former cabaret agent, thought, it is said, the salaries good acts win and are paid were exorbitant, so he preferred to play American and German films.

ASCAP Was Never Like This: Redmond

NEW YORK, Aug. 30.—John (Gaucho) Sernade, etc.) Redmond landed a job this week that's almost better than an ASCAP rating boost. The lucky songwriter was picked to co-judge the Atlantic City bathing beauty contest along with Neville Miller (former prexy of National Association of Broadcasters), industrialist Arnold DuPont, illustrator John Whitcomb and Hollywood designer Vyvyan Donner. Redmond doesn't know why they picked him—because of the talent

Decca Boosts British Imports

(Continued from page 14)

tions, the company has received shipments of Ambrose, Anne Shelton, Quinette Hot Club of France and other platters that are being peddled here at 75 cents per.

One surprise in the importation program, it has been learned, may lead to Decca's bringing in some Beryl Davis disks. The non ship RCA Victor star, still has a contract for some sides with English Decca which would give Decca here availability to any of these cuttings whenever they are made.

In line with its expanded classical biz Decca here has opened up its Parlophone disk line (previously only masters were brought in but now the records proper are imported) and is ready to thump out with 25 complete album sets of operas and other classical selections—Turendot Opera (EIAF Orchestra), Samson and Delilah (E. Stignani), Lucia de Lammermoor (EIAF Orchestra), etc.

Sourcing of the European catalogs by Decca here and importation of the disks in growing numbers is being watched closely by RCA Victor and Columbia Records, both of whom obviously would not be anxious to see Decca cut too deep into their classical business.

A spokesman, however, reports it is going full speed ahead on both Parlophone and FRFR bulk imports and market development here. A spokesman, moreover, denied rumors that English Decca abroad was perturbed at the increased play given Parlophone by American Decca. Parlophone is one of three adjuncts of Electrical Musical Industries (EMI) in Britain with whom English Decca is chief rival.

FRFR disks in the competitive picture are known to be giving RCA Victor here some cause for concern. Later company reportedly has been experimenting with fuller cycle disks as well as a machine to reproduce them—a new model was introduced at the Berkshire festival this year—with a protective eye to the future believed to motivate the research.

Meanwhile the possibility always exists that Decca's importation of disks, classical as well as popular, may stand the company in extra good stead should Petrillo "ban" on recording develop in January. Not only does the American Federation of Musicians hold no sway over British product, but the imported pressings require no payment of royalties to the AFM's welfare fund.

Columbia Boosts Price on Platters

(Continued from page 14)

the 60-cent label and a 50-cent hike on the \$1 platter.

The CRC price reflects an economic change that has been taking place in the industry for some time, as labor and material prices continue on the upgrade. James W. Murray, vicepres in charge of the record division of RCA, reported that Victor had been studying the price situation, but he did not deny or confirm the early possibilities of a price hike. The fact, however, has been faced with the same rising production and labor costs as the rest of the industry and it is not inconceivable that Victor will follow CRC's lead in the near future.

MGM revealed that it definitely will retain its 60-cent label, which now comprises the greatest portion of the firm's output.

Decca already has a 75-cent label, but has been merchandising disks covering a series of price levels ranging from 50 cents and rising to \$1.

The CRC price hike is expected to show up in the checks to music publishers, as the 75-cent price calls for a 2-cent-per-disk fee instead of the 13-cent fee paid on 60-cent disks.

Wallichs Says No Shake-Up at Cap

(Continued from page 14)

Capitol definitely is negotiating a loan and branded as fantastic talk that a shake-up is in the offing. It was pointed out that the diskery is rounding out a highly successful summer and finds itself financially stronger than ever before.

Up to Mercer, De Sylva

Rumors that Johnny Mercer, Cap exec, and Buddy De Sylva, chairman of the board, will resign were treated lightly by Wallichs. There is no more reason for this to come about now than there was a year ago, Wallichs stated. Both had indicated in the past their desire to lessen their working loads by stepping down from their exec posts, he continued, since Mercer for some time has been eager to concentrate his efforts on work similar to his *St. Louis Women* production, while De Sylva was left considerably weakened by the stroke he suffered two years ago.

According to Wallichs, should they resign, their low-outs will be motivated by their long-standing desires. However, he hastened to add that he was in no position to speculate as to what other men intend to do and if they can continue to see their way clear to shoulder their present Cap duties it would definitely be for the good of the company as a whole. Asked what would happen if Mercer and De Sylva do resign, Wallichs stated that nothing more than a reshuffle in titles would result. Should he (Wallichs) receive the title of president, his present duties of running the company would remain unaltered, he Cap exec said.

No Policy Change

Both Mercer and De Sylva, as large stockholders and members of the board of directors, still would be available in an advisory capacity. Hence, even with the resignation of Cap's two top execs, firm would not experience a major shake-up or change in policy. Indications from other sources close to the Capitol scene pointed to the Mercer-De Sylva bow-out as a certainty. According to these sources, the only thing that remains unknown is the date of their resignations. In this event, Wallichs would become pres, continuing to act as general manager and assuming the duties of board head, it was believed.

SELVIN WITH SACKS

(Continued from page 14)

large-scale transcription and library biz as has been reported, Selvin's experience would prove highly useful.

In some quarters of the trade, Selvin's switch to Columbia was believed largely due to the possible development and expansion of the e. t. field of CBS. He is understood to be going with Columbia at less money than the \$50 he earned with majestic annually; since his departure from Majestic was known to be finalized because of his unwillingness to take a pay cut, it is reported by observers that he took the Columbia post largely on the basis of future e-t. possibilities.

Selvin actually is "returning" to Columbia, since from 1927 until 1934 he held the position of recording manager with that firm in the days when Paul Whiteman was a top-seller on that label.

Miles Gets Detroit Aragon

DETROIT, Aug. 30.—Rufus Miles, former territory manager in Chicago, has taken over the Aragon Ballroom, catering to Negro patronage, from Howard G. Wierle and James B. Dwyer. Savoy Promotions operators. Selvin will inaugurate a taxi dancing policy in September.

MAJESTIC IN RED

(Continued from page 14)

Lee Selvin to act as Baron's assistant, Erickson said.

Meanwhile Dave Shelley, who had come in a short time ago as a aid & bossman upon the announced intention of Ben Selvin to depart, had himself returned to the West Coast where

it was understood that he would work for Majestic on a part-time basis and for a temporary period. It is understood that Shelley and Gene Tracy, chief of the entire Majestic operation, had disagreed on company talent-and-tune policy, and Shelley finally deciding to vacate the post in the East here.

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J. Dorsey From GAC to Mus-Art

HOLLYWOOD, Aug. 30. — Jimmy Dorsey will definitely forsake General Artists Corporation (GAC) upon expiration of his current pact and enters the fold of the Mus-Art band syndicate. Mus-Art deal will become effective following Dorsey's stint at Hollywood Palladium. Lyle Thayer, Mus-Art's Coast chief, is currently lining up one-nighters for the JD aggregation following its bow-out from the Palladium.

While Thayer stated that booker's contract had not as yet been inked with Dorsey, he is currently working on Dorsey's tour on a signed authorization from JD. Details will be thrashed out next week and Thayer expects papers to be signed within the next seven days.

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U. S. Tunes Closely Followed by Britons

(Continued from page 15)
are taking a consensus of American opinion via pop charts, etc., in order to keep their books up to date. At present there is a drive on to push English-composed songs, but the popular favorites are the tunes from the show *Oklahoma*, which were first presented after the show had opened in London several months ago.

Davis, who would like to see English tunes pushed in this country, brought over two recorded songs, which he plans to show U. S. diskers before he returns next Saturday (6). One is titled *I'm Not in Love* and was written by Ed Kessner, while the second is by Billy Reid, composer of *The Gipsy*, and is called *My First Love*, Lane, Althea, Davis believes that, by importing English-made disks, some of the better tunes produced there would reach much greater renown.

Davis and Rabin who plays a bass sax in the jointly owned ork, have developed a new trend in operating their 10 leased dance halls. The British variety hall book acts and orks for one week only, while most dance halls, restaurants, etc., use resident bands who remain on location indefinitely. Under the Rabin-Davis set-up orks are booked into their dance halls for a week at a time. The policy not only has proven

profitable but has spread to other locations.

It is the contention of Davis that his daughter, Beryl, despite her having been literally born backstage and being raised in the theater, gained a genuine stage presence and experience while singing with U. S. service orks during the recent war. Davis related that when Beryl was nine years old, he was able to supply her name to get her a singing job on the British Broadcasting Corporation (BBC), which was legally forbidden from hiring entertainers under the age of 14. Davis worked with her on the show, and for five straight years kept introducing 14-year-old Beryl Davis to the same audience. That radio remotes are also important in England was pointed out by Davis, who said that the BBC had cut down the dance pick-ups some time ago and his offered. Recently there was an increase in time allotted to the orks, and spots reported a pick-up in payees almost immediately.

ACMA OPERA PACTS

(Continued from page 4)
and a jump from \$6 to \$6.50 for sustenance when on tour. Choristers will receive \$12.75 extra for each broadcast, instead of \$12 formerly. Met dancers will be paid \$60 instead of \$56 when working in New York. Their sustenance pay when on tour is increased from \$55 to \$6 a day.

The number of principals to be paid for broadcasts is doubled and the limitation on those receiving sustenance while on tour is boosted from those earning under \$200 to artists making \$250 and under.

One of the most important provisions of the new Met pact calls for the establishment of a pension fund covering all employees, to be administered by a joint committee representing the union and management. The artists have agreed to stage a benefit performance, the proceeds of which the Met will match, to establish the fund.

In addition, members of the chorus who are discharged will be paid severance pay, provided they have been employed by the Met for five years or more. The severance payment will consist of 5 per cent of the last year's earnings for every year up to 20 and 2½ per cent for every year of service over 20.

AFM STIRS CHI LEGIT

(Continued from page 4)
about what Petrillo has up his sleeve. Some said they were not worried and were confident that the union and the theaters could get together, but these were in the minority. One cause of worry is the fact that in the past negotiations for most houses have been completed weeks before contract expirations.

A query at local headquarters of the union brought the response from Eddie Benkert, executive secretary, that the only one who could make a statement on the situation was Petrillo, who presently is in New York and is not expected back here until late next week. Benkert also said that Petrillo would handle negotiations.

In the meantime, legit houses will operate under old contracts and hope that new demands from the union will not be too bad.

BRITISH S CRISIS

(Continued from page 15)
Connolly, who have a largely American output but have neither a New York office nor partner, account for the greater portion of direct-dollar transfers that have taken place to date.

No matter what the outcome, it is a fact that American music now is enjoying its greatest popularity in England. Songs from *Oklahoma* and *Annie Get Your Gun* are sweeping the country, while *Open the Door, Richard and Wendie*, *Hiawatha* are constantly being aired on BBC and played by orks.

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Music—As Written

NEW YORK:

Mel Torme opens Frank Dailey's Meadowbrook Tuesday (2) with Walter Gross and Ray McKinley's work. . . Miguelito Valdes into the Fairmont Hotel, San Francisco, September 10 for four weeks. . . Jack Elgin, WINS disk jockey, has set aside his entire September 12 show from the Cope lounge as a tribute to Frank Farrell, local scribe and marine corps vet. . . Kitty Kallen stays at the Chantecleir, Baltimore, until September 11. . . Barney Ruhl ork into the Hotel Jefferson, St. Louis, Friday (9) for an indefinite run. . . Jerry Wald's ork extended thru mid-September at the Hotel New Yorker.

Bob Gregory and His Cactus Cowboys cut four sides for MGM, and also wrote their 1534 radio e. l. . . Hal Wessan's new 11-piece ork—the Dragon Grill, Corpus Christi, Tex., Tuesday (2). Spot has dropped its show policy temporarily to test larger orks. . . The Johnnie Comanche (he's head of the Lotta-American department at E. B. Markel) added a boy to the family. . . New York Jazz Club features Buck Johnson, Leudubly, Edmond Bell, James Archery, Fred Moore, Cy St. Clair and Ralph Sutton at their concert at Town Hall Saturday (6).

Count Basie into the Apollo September 10. . . Sam Donahue ork into the Club Ankara, Pittsburgh, for two weeks starting September 13. . . Johnny Moore's Three Blazers will remain on the West Coast for afternoon and radio shows running thru the fall. . . Buddy Johnson tests off a series of Texas one-nighters September 15. . . Illinois Jaquet on a one-nighter thru the East. . . Next Ted Weems disk revival to be issued by Decca. There'll Be Some Changes Made. . . Two new MGM sides cut by Billy Eckstine due out September 10. . . Song Spinners backed up Bob Eberly's disking of Don't Cry Little Girl, Don't Cry.

Steve Gibson's Red Caps into the Twin Bar, Gloucester, N. J., September 11. . . Lyone Fume, who represents Brooklyn in the at the American club, is singing with Al Penta's ork at the Hi Ho Club. . . Gray Gordon, former frontier now managing Chico Colombo's ork, appears as guest with the ork at the Horvath-Madison Wednesday (3).

Irving Fields' ork signed a one-year renewal with Victor diskery, and set for the RCA after November 2. . . Irving Mills due in from the Coast next week. . . Pianist Harry "Buzzy" Smith makes his local bow Tuesday (2) at the Hotel Sheraton Lounge, where he'll appear with Organist Bud Taylor. . . Joe Rigard currently at the new Virginia Beach. . . Disc issuing a new album of folk music of the Central East. . . William Kapell, pianist, is in New Prices, where he'll establish a record library as a memento of his first European concert tour.

Eddie Howard plays the Commodore Hotel for 10 weeks, starting January 2. . . The Kirby Stone Quintette's optino has been picked up at the Starlight Room, Falmouth, L. I.

CHICAGO:

The Sheraton Hotel, formerly the Continental Hotel, until its purchase by the Sheraton chain two weeks ago, will stick to its old entertainment policy, bringing in Joe Vera's combo and Evelyn Nations, piano single to the new Horizon Room September 10. . . Bill Evans, local free-lance disk jock, has added Warren Ketter as promotion man, while Dave Garroway, WMAQ jockey, has inked Bill Lawrence to back him. . . Milo Stelt, local looking Mike prey, became the father of a son, Robert, August 8.

Nellie Fryblon, clerk at the Glasgow Bros.' Record Shop, Johnstown, Pa., who was crowned Miss Disk of 1947 in a contest which drew 1,200 entries among record sales girls, will provide us queen over Mercury's big party honoring Frankie Laine September 22, at the Sherman Hotel, Chi. . . Ruben Sands Ceramics, a Wisconsin novelty manufacturer, is putting a miniature piano, called the Liberate piano, after the nitery pianist's \$25,000 imported instrument, on the popular market. . . Bob Tulsion, promotions manager for Chasefield's ABC Club here into New York to meet account execs on the show.

Gloria Van, ex-name band chirp, and Her Vanguards, male harmony quartet, have been renewed for another year on WEBB, CBS outlet. . . Frankie Carle set for two weeks at the Chicago Theater, October 10. . . The Topper Club, Baton Rouge, La., going into name policy, bringing in Dean Hudson September 15. . . Lee Penny, writer of Adobe Hacienda, leaving Chicago September 28 to settle permanently in Los Angeles, where he will continue his association with the Berle Adams music firms. . . George Winslow has been renewed until March, 1948, at the Melody Mill, which will give him a nine-month stretch at the Riverside, Ill., ballroom.

HOLLYWOOD:

Decca set September 15 to release Bing Crosby album, The Man Without a Country. . . Marvin Miller, radio and film tapster, wrote a kiddie album for MGM tagged Horton Hatches the Eggs. . . Harry Schorer, new pet owner of Meadowbrook Ballroom, says a dozen foreign countries have indicated they will send glamour girls to next year's "Miss Universe" beauty contest, which Schorer is promoting. . . Frankie Laine grossed a hefty \$26,700 at his week's stint at the Milmo-Dollar Theatre last week, dragging home nearly \$7,000 in loot. It was just a year ago that Laine did a stint at the Milmo-Dollar for 3150 a week. . . Red Doff named prize agent for newly formed United Artists Record combine. . . Frankie Carle pacted for pic stint in Columbia's Mary Lou.

Something unusual in the way of a disk jockey gimmick was cooked up by Modern Records for September 6 when Bill Anson, KFVB platter spinner airs his session from radio recorders during a Jimmy Cook waxing session. . . When I Write My Song. Anson will cut in during actual recording phases to broadcast a waxing take—good or bad. . . Thrush Anna Mae Fitzsimmons, vet of 150 USO camp shows, joined Bill Miller's ork. . . Radio Thrush Jeannie McKeon returned to Hollywood from a summer trip to Maine. . . Sherman (Scatman) Crothers, former drummer with Slim Gaillard Trio, pacted to recording session by Modern Records. Crothers opened at Billy Berg's early in September, doubling at Lincoln Theater where he headlines bill with Nellie Latcher. Modern Records, incidentally, has upped its recording dates in view of increased biz, with half dozen sessions scheduled in next 10 days.

Kesoon Wynn aired a kiddie album for MGM Records last week. . . Bob Carroll, Jimmy Dorsey bandleader, has bowed out of ork to work at radio alone. . . Frankie Laine, currently doing his stint in his last week's stint at L. A.'s Milmo-Dollar, was pacted last week to a transcription contract by Standard Transcriptions. . . Page Carverough Trio to fulfill his two-week stint in his last week's stint at the Lincoln Theater. . . Page Carverough Trio to fulfill his two-week stint in his last week's stint at the Lincoln Theater. . . Page Carverough Trio to fulfill his two-week stint in his last week's stint at the Lincoln Theater.

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Police Benefit Serves As Opening Show At Paterson Nitergy

PATERSON, N. J., Aug. 30.—Club Eldon acts working gratis at the Paterson Stadium Wednesday night benefit shows for the Policemen's Benevolent Association don't have to do an opening show at the night spot. Operator Don Conner, who started this practice two months ago, finds the resultant publicity before the large crowd at the open air park more than makes up for the loss of one show at his place; besides it helps out the police department and that doesn't hurt business.

Bob Eberly will work for the cops in his opening performance in town September 2. Prior to that Ella Fitzgerald and Eugene Baird rendered services. Acts who work these nights come from clubs and theaters all over town, the Eldon is the only club, according to booker Johnny Brown, of Spotlight Attractions, who started the benefit takes the place of the cafe's opening show.

Westerman Buys 50% of Famous Door

NEW YORK, Aug. 30.—Mike Westerman, who has been in and out of several 52d Street spots, has purchased a half interest in the Famous Door. Max Schreiber, who owns the other place of the 52d Street club, is withdrawing from the operation of the spot and will let Westerman handle it.

The latter once owned the Onyx and a couple of other swing clubs on the street and formerly was manager of the Blue Mirror, Newark, N. J.

Louis Armstrong All-Stars

(Thursday, August 21)

At Billy Berg's
The jazz chroniclers are sure to devote plenty of space to this aggregation of names when they write their history books. With Louis Armstrong wielding his horn and surrounding himself with such jazz masters as Jack Teagarden on trombone; Barney Bigard, clarinet, and Sid Catlett, drums, with a rhythm section from Dick Carey's Steinway and Morty Cowley's bass, the jazzists flow like wine. Little wonder Berg's has been doing a K. O. his wild with a high-volume group such as this.

The Teagarden team gets the featured spot in an all-star version of *Loosey*, while Fate Waller's Black and Blue takes on new meaning in the raspy vocal and horn obbligato of *Statchoo*. Bigard's facile fingerings make the clarinet sparkle in *Room Room*. Names take turns on the standouts and blend their talents expertly in the background when one of the others is in the spotlight.

Armstrong announces each item, and like the others on the stand, carries himself in a easy and informal manner, adding considerably to the evening's enjoyment. Cutest item in the book is the farcical novelty voicing of *Big Brother Bill Went a-Hunting*.

Lee Zitto.



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New York:

Ben Marden and Lee Shubert spent three days on the strike-bound SS. America before the trip was cancelled. . . . Tom Arthur Gray, a la Major Bowes, will cross-over the country playing presentation and vaude houses in key cities sponsored by CBS. . . . Paul Benet and Ali Bey are latest additions to the Haren preem scheduled for September 16 after a \$500,000 renovating job with turntable stage at the largest circular stage in the city, is completed. One production number is contemplated around November 5 in Getting and Ira. . . . Marc and Dennis set for six weeks at the Bal Tabarin after their current Montreal date.

Larry Johnson now at the Shogun-La, Astoria. . . . Bookers never get closer observation on their clients' scores than they did at the agents' association golf tourney held at the Mamaroneck Country Club last week. . . . After Jay Monahan's September 5 date at the Village Vanguard, he goes to the Olympia Theater, Miami. . . . The Glens re-signed for 34 weeks at RKO theater starting September 11. . . . Esther Williams and Johnny Westerman may work for the Leadoor Circus. Convald.

Al Millet, ousted from his Henry Hudson room by the American Legion convention, wound up in the Brook-

Aussie Singers Win Salary Award Ruling

MELBOURNE, Aug. 30.—Actors' Equity of Australia (Victorian Division) has secured a ruling in favor of the application of the award for singers appearing at dance halls and cabarets. The Dance Hall Proprietors' Association claimed that the award did not apply to their business, so Secretary Dick Diamond applied to the Wages Board of Determination and the board declared dance halls to be covered.

Diamond claimed many glaring abuses against artists, some of whom were paid only \$10 a week for night performances and claims now will be made for back money in a large number of cases.

Orksters Become Partners In Detroit's Wyoming Bar

DETROIT, Aug. 30.—Ork leader Bobbie Stevenson, who has recorded for a number of independent labels, is buying an interest in the Wyoming Show Bar, northwestern section night spot where he has worked for the past year.

Stevenson, who has built a following in Detroit by his Monday night jam sessions at \$1 per head—the only list in charges admission—and his bass playing, Robert Fontana, is buying out Joseph C. Johnson, former partner in the spot. Nicholas Joscue and Donald C. Bauer remain as partners.

Corno Buys Into Detroit Spot

DETROIT, Aug. 30.—Frank Corno has taken over a half interest in Murphy's Show Bar, downtown night spot. John Ritz, formerly sole owner of the spot, who retains a half interest, has just left to enter the hospital.

Jean Sabin for Waldorf

NEW YORK, Aug. 30.—Jean Sabin will make his next New York appearance at the Waldorf-Astoria Serf Room. The French singer, who played the Versailles Hotel at the Serf October 3, with the Nat Brandwynne and Mischu Borrer, or-

IN SHORT

lyn Jewish Hospital with his type-writer. . . . Musical Entertainment Agency claims 91 cocktail acts on its list. . . . Lynne James' musical quiz gimmick will continue at the Hotel Elmer for the fall. . . . Wally Griffin and Dorothy Ross current in their fifth month at Club Bagatelle.

Kibby Walker is touring the REO circuit after an Atlantic City date. . . . The 1947 National Sweetener Guild will be held September 22 at the Leslie Quarter. . . . Dorothy Linn and Hope Faye are newcomers to Barney Josephson's Cafe Society Downtown show. . . . The Sandy Wilkins act now in its third month at the Sheraton Skyline Hotel, where Mark David and Bill Romanoff share the vocal spot.

Ella Logan, current at the Roxy, opens at Slapsy Maxie's, Hollywood, October 9. . . . The Marshall Brothers are for a four-week engagement at the Strand starting September 5.

West Coast:

Barah Minewitch and his Harmonica Rascals set for year-end date in London in October. . . . Wiere Brothers open at Chicago Theater, Chicago, for two weeks beginning September 5. . . . Martin Brown will solo for the rest of year in series of cast dates. . . . Betty Jaynes out of cast of *Great Waltz* at Hollywood's Greek Theater because of illness. . . . Bob Barry is headliner at Michigan State Fair, Detroit, beginning August 29. . . . Ben Blue current at Chi's Latin Quarter, follows with Bowery, Detroit.

Merry Mors head east next month for a year-end year, opening for RKO in Boston September 4. . . . Jack McVea opened at Sarnoff House, Riverside, August 23. McVea, incidentally, got a release from his recent contract with RCA and White Records, platters which originally issued the *Open the Door* disk. . . . Arlie Wayne has drawn another holdover at Sciro's, Corona Island.

40 Philadelphia Spots Dropping Entertainment

PHILADELPHIA, Aug. 30.—With the new season around the corner, at least 40 local after-dark spots are planning to drop dancing and entertainment because of declining business and increased overhead. City license bureau disclosed that with the deadline for annual amusement permits passed, 40 spots have failed to renew their permits, which means they will not be permitted to provide dancing or entertainment.

Most ops reported that reason for failure to renew was the heavy impact of city, state and federal amusement taxes which resulted in heavy losses of patronage last year. Others blamed climbing costs of operation, making retrenchment necessary.

Montreal Two-Day House Opens After Summer Recess

MONTREAL, Aug. 30.—Gayety Theater, one of the few fresh houses in North America still open, has a two-day straight vaude with no pay, opened Monday (18) after a six-week summer closing. House again is managed by Tom Conway.

Booking again will be by Al and Belle Dow. Present policy calls for medium-priced acts, no line, and one summer closing. On the occasion, before higher-priced talent which included Charles Trenet at a reported \$1,850 a week. Policy paid off then, but it's unlikely yet the same plan is going to be implemented.

Cincy Plaza, AGVA Smooth Ice Tangle

CINCINNATI, Aug. 30.—The mad between the American Guild of Variety Artists (AGVA) and Max Schulman, manager of Hotel Netherland Plaza here, was ended Tuesday (26), when both sides showed a bit on their ideas of ice show operation, with the result that the ice was back into the hotel's Restaurant Continental only in October.

The new deal between the hotel and the AGVA provides for one audience and one night performance daily Monday thru Friday, and a matinee and two night shows on Saturday. An increase in the minimum artist salaries is also provided for. Under the old deal, according to AGVA, ice skaters got \$20 for the line and \$100 for the performance. Under the new agreement, the line will get \$45; principals, \$125, and soloists (a new classification), \$85. In the past, the hotel insisted on 100 percent of their room at the hotel, although there is no provision in the AGVA contract compelling the management to furnish lodging.

Manager Schulman yanked the ice reviews suddenly Monday night (18) of last week, when Al Wilson, local AGVA rep, issued an audit requesting that the hotel immediately drop its malpractice ice show performances. Schulman claimed that 40 per cent of the ice show trade was attracted by the matinee performances and that a new law issued by the union ruling to drop the iceers, which had been part of the room for the last seven years.

A new law was to have moved into the room in December 9, but this was canceled when Schulman received the official union order. In the meantime, the room is being redecorated and a new law installed for the October opening.

Foreign Talent War Of Aussies Near End

SYDNEY, Australia, Aug. 30.—Dispute between Actors' Equity of Australia (AEA) and the TFI of imported artists quota has been raging for the past year and is due to reach a settlement shortly. The union is demanding a 25 per cent maximum quota of imported talent for any one show. TFI's managing director, David Martin, insisted that the quota be available to all while talent down under in keeping with his theater's standards. Martin said Aussies who work for him get no more than 25 per cent and he is willing to go even higher for import artists and other expenses for imported artists. Martin further insisted on permitting year-end shows to operate with 100 per cent imported talent during the war and the 97½ per cent imported artists allowed for the rest of the year.

AEA Secretary Hal Alexander countered with war years being abnormal and insisted on a showdown showdown of opening of a Standards which was scheduled for a mid-August preem. Alexander threatened to pull the Australian performers if the ops do not comply.

30G Bridgeport Blaze Wrecks Hollywood Nitergy

BRIDGEPORT, Conn., Aug. 30.—The Hollywood Restaurant, one of the city's oldest night spots, was almost destroyed by fire last week.

The blaze, which started after the club had closed for the night, was believed to have been caused by a cigarette left burning unattended by Stephen and Edward Halkovitch, suffered \$30,000 damage, not covered

TAX LAZERS FACE GOVT TAX

3 Philly Niteries Slated To Open After Labor Day

PHILADELPHIA, Aug. 30.—The opening of the fall season here is a little mixed up, with at least three new spots scheduled to start rolling after Labor Day.

The big question mark is the lush Mocambo, which layed an egg last season after costing its backers about \$250,000. Right now, it is understood, the club can be bought for about \$20,000, at which 10G will go for the purchase price and the other 10 for legal expenses. Two groups are said to be interested in the room but are being held back because they figure they have to spend an additional \$50,000 to keep it open before they know if they have a click or a turkey on their hands. And in these days of tight mo, 50G is a lot of cabbage.

The Coronet also is set to reopen with Dallas Gerson as the op. Understood that Gerson will put \$15,000 into the room (cost him originally \$75,000) and will try to get names to work for him.

Two other clubs are due to preem, the Royale Village run by Mort Casanova, which will use cocktail units and small acts, and the Surf Club, with Maurice Taylor as the op. Latter will be strictly a cocktail lounge. Taylor also operates the Surf Club in Wildwood, N. J.

The only club which has its policy set in the Latin Casino. But like other clubs, in Philly or out, it is faced with the same problem: who to get, who is available and how much to spend.

Landlubbers

DETROIT, Aug. 30.—Edna Ray, of the Gun Sun office, who produced four shows for the current water regatta in Detroit, couldn't stay aboard to supervise them; was too senick. Shows are on barges moored in front of various boat clubs—with all kinds of speedboats, assembled for the Silver Cup Races, running around the river, kicking up quite a swell.

The small show barges rolled and pitched, and Miss Ray had to be carried ashore to solid land. Some of the acts with previous experience at marine festivals shied away from the dates despite good money—so a new qualification has been set up. Only those performers who don't become senick get the jobs.

Kitty Davis Airliner Closes for 'Vacation' First Time in 8 Years

MIAMI, Aug. 30.—Kitty Davis' Airliner has shuttered for what Danny Davis says is "a short vacation." Spot has been running for the past eight years without a break.

During the off-season the Airliner did most of the biz on the beach, but in the past season the operation, which was strictly a seasonal operation, decided to stay open for the summer months. The Airliner has used names and names, but like other clubs, in Philly or out, it is faced with the same problem: who to get, who is available and how much to spend.

Internal Revenue Scouts Probing Returns of Night Spots for Irregularities

Books Being Checked — Action Expected Soon

By Jack Tell

NEW YORK, Aug. 30.—For the past several months the Department of Internal Revenue has been ferreting around, peering into past returns and giving current takes the X-ray treatment. It is understood from high sources that several Stem spots now have their books over at the tax office and, according to the same sources, action is expected shortly.

The tie-off in the present tax-collecting campaign started when Jack Greene, op of the now shuttered La Conga, got the stuffed rat yet handed down in a delinquent amusement tax case. Convicted on 11 counts, Green got a two-year jail, which was suspended in lieu of probation for five years with the proviso that \$10,000 be paid in two weeks and the same amount yearly until the more than \$50,000 (tax default plus one third

additional for penalties) is returned to the government.

Dennis McMahon, Third District chief of the field division of the Internal Revenue Department, once was asked by a cafe about taxis. He said, "Deposit your tax regularly in separate account, file your statements and make your payments religiously. If you don't and we catch up with you—and we will—it will cost you plenty."

One of the defenses frequently set up by niteries op for delayed payments of tax default was that it was used to keep the club running. The government has said time and again and more recently by Assistant States Attorney Edward Higley in the La Conga case that it is not interested in financing night clubs.

Big Biz

But even if it is not interested in angling after dark rooms, the government's financial interest in cafes is considerable. There are about 10,000,000 spenders hitting the clubs around the country spending an average of five bucks each. There are about 60,000 cafes with an average ticket of about \$35,000. The amusement tax of 20 percent on that kind of dough adds up to about \$70,000,000 which the feds are constantly trying to collect. According to the Internal Revenue Department, it collected \$50,000,000 in delinquent taxes for 1946 thruout the nation, with many of the tardy payers being cafe ops.

The federal office handling Manhattan's 1,500 licensed spots is the largest in the Bureau and consequently shows the most revenue. The Latin Quarter's monthly return is about \$40,000. The Copa kicks in with about \$35,000, while the Carnival and the Horseshoe come close behind with almost similar figures. The department admitted that about 15 clubs spoke as being delinquent currently. One is a Village spot and the other is a band location recently shuttered.

The procedure usually followed is to have the Tax Sums for \$5,000. Next attraction will be a return date for Lena Horne, for about \$5,500, a jump over her last salary of about \$7,000. Then, with both put in the Four Vagabonds for about \$2,500.

Then the Morris office will get a whack at the spot, putting in Eleanor Powell, Jan Agnew and Monica Lewis, followed by Ben Blue and then Martha Raye.

Frank Shiffman Planning Flesh for Philly Location

NEW YORK, Aug. 30.—Frank Shiffman, Apollo Theater op, is negotiating to take over one of the Sam Stiefel's Philly houses and reconvert it to flesh.

Understood that deal involves Fays or the Lincoln, the nothing more than preliminary talks have taken place so far.

Guarantees Gone With Boom

Fewer Ops Willing To Go on Hook

Straight Split at Adams

NEW YORK, Aug. 30.—The no-more-guarantee policy, which has been in houses doing a.o. biz, the problem never came up. If an attraction could do business in one house it figured to do the same in another house in another town. But with spending money tighter and customers shopping, fewer and fewer

Theater ops thruout the land have been beefing about putting dough in the line plan guarantee when there were times when the attraction didn't take in enough to pay the guarantee. During the lush days, with many houses doing a.o. biz, the problem never came up. If an attraction could do business in one house it figured to do the same in another house in another town. But with spending money tighter and customers shopping, fewer and fewer

Spinach No Help

CANTON, O., Aug. 30.—Robert Everhart, who did Popeye characters in night clubs for 10 years and worked for three seasons in Ripley's show at the Chicago World's Fair, and who recently returned home after service as a major in Japan, will have to stop his Popeye routine.

In July, 1946, he underwent an operation to remove a growth on his jaw caused by the many dislocations, and the Popeye character was amputated along with the growth. The operation was performed in a military hospital in Sapporo, Hokkaido, Japan.

AGVA N. Y. Meeting Set Back

NEW YORK, Aug. 30.—The New York general membership meeting of American Guild of Variety Artists (AGVA) originally set for September 18 has been postponed to September 18 because of the Jewish holidays.

Meeting will be held at the Hotel Abbey.

Hayes & Mary Healy To Do Baltimore Before Stem's Copa

NEW YORK, Aug. 30.—Peter Lind Hayes and Mary Healy (his wife) will do their first double in the East at the Club Club, Baltimore, sometime in November before they open at the Copa.

Last time Hayes worked the spot he was picked up by Proser, who brought him into the Copa, out of where he zoomed and was grabbed for radio and flickers. This will be the first time Hayes has worked in the East with Mary Healy. He did a single before.

Charles also bought Jerry Lester to open the season September 2.

Prima for N. Y. Paramount Instead of the Strand

NEW YORK, Aug. 30.—Latest instance of an act switching from one Stem house which he has been playing regularly to another (like Sinatra going to the Capitol instead of the Paramount, etc.) is the Paramount's grab of Louis Prima. The band leader usually goes into the Strand, but his December date will be at 43d and Broadway.

Capitol, New York

(Thursday, August 28)

Capacity, 4,637 seats. Prices, 70 cents to \$1.50. Five shows daily, six Saturdays. House books, Sid Piermont. Show played by anonymous band on bill.

Current in-person show will need plenty of working on before it jells into a smooth-running package. As it stood on the night caught, it had too many lulls with too much over-punching which didn't register.

The big band-puller on the bill was Bill Robinson, who did close to 20 minutes with his dance-party and chatter. Despite his admittedly more than 63 years in showbiz, Bojangles is still the dapper guy who can sell beautifully.

Lucia Parker, doing his first Stein vaudeur in more than two years had a tough time getting started. He registered in spots, but these were mighty few. Main fault seemed to be lack of timing, which was strange in a performer with Parker's experience. His best was his bit with a gal (unbilled) using his oldie "Fendermeyer for the Ladies." It had a terrific yuck. Parker also had a running gag using the Petrillo rule as the gimmick with a straight lad (also unbilled) making like an AFM leader running on and warning him to stop. Pay-off was the finale in which the "delegate" ordered all musicians off the stage while pit came down, leaving Parker and the AFM leader alone with former pleading for another chance. Idea wasn't bad, but somehow missed. Instead of the laughs it got titters.

Singer From Films

Flickerite Beverly Tyler, a husky-toned brunette with a powerful conductor who may like Stokowski, showed a powerful soprano and an unimaginative routine. Teed off with the flashy Romney Life and went into a rhytmic, pop song called "Back In Summertime" and a couple of waltz tunes. On the straight lyrical stuff, gal showed plenty. On the rhythm and semi-pop numbers she didn't do so well. Fault was partly her over-mugging. If the lyrics are good, they don't have to be punched. Her walk-off also showed lack of stage training.

Art Mooney, with five saxes, four trumpets, three trombones and three rhythm plus a girl trio and a boy singer who didn't sing on show caught, went in mostly for production numbers. In the music department, show backing slots, the Mooney outfit did quite nicely. It was in the novelty department that he didn't click. His novelties "I Can't Get Off My Horse" and his Italian dialect number were soaked so good with funny bits, bits of biz and over-mugging that the effect of the lyrics seldom was given a chance to register. The Gail Sisters, the band canaries, all cute blondes, were adequate, but they're not comedienne.

Fig, Song of the Thin Man.
Bill Smith.

Oriental, Chicago

(Thursday, August 28)

Capacity, 2,200. Prices, 85 cents straight. Five shows daily, six Saturdays. House books, Charley Hogan. Show played by Henry Busse's band.

Current revue should lure the whole family and keep them plenty satisfied for the 40 minutes of show. Henry Busse's orchestra provides the marquee allure and does a good stage job, with three above-par supporting acts sandwiched in between or numbers to pace the show perfectly.

The Busse band (four saxes, four fiddles, five brass and three rhythm) is a strictly commercial crew, whose only fault is a brass section that overblows its horns. Busse selected a wide variety of tunes and novelties for this show, making it possible for the orchestra to acquit itself nicely, even though they are heard often during the show. Biggest attention getters were Busse's widely imitated trumpet solos

VAUDEVILLE REVIEWS

Loew's State

(Thursday, August 28)

Capacity, 2,500 seats. Price, 55 cents-1.10. Four shows a day, five Saturdays. House books, Sidney Piermont. Show played by house band.

The American Legion conventioners being in town was the only plausible reason for the frigid caliber of the house, before which Max Baer and Maxie Rosenbloom headlined a solid stage show. The two ex-fighters came up with some new material and par in their standard routines for 15 minutes of yocks and healthy applause at their close. The other acts, all standard and well-spotted, had some difficulty warming up the show-me patrons, but all managed to exit big.

Baer and Rosenbloom cross-fired about their ring experiences, sang parodies of old pop tunes, including "The Part of the Country and Things I Want To Be, and at a laugh-a-line pace capped the continuous convulsions with All of a Sudden Our Heads Ring for a rousing send-off.

George Kaye Scores

George Kaye broke into his slight comedy chatter with clever lineage and personable delivery, but until his cab routine the response was lukewarm. Thereafter, he clicked with his act, while his new Rush, Rush, a novelty about the lifetime of a man in a hurry wowed them. His Psychiatrist encore, with gestures, was big time and he had to beg for a second.

Adrienne, tall, dark and immaculately white-gowned, held the singing spot to advantage. Chirp sold with plenty of flash, articulate enunciation and skillful touching of the piano. A trifle more polish to this warbler's strong lung-power could

and a trio of capable vocalists. Handsome Lee Shearin, who just left Phil Levan's act, showed a big full voice that immediately rivaled ears to his cream work. Blonde Betty Taylor comely in a white midriff dress, did a capable job of handling the bouncier ballads and novelties. Biggest mitt went to Horace Povazz, a cabman, who contributed a pair of comedy bits, best of which was his Raptune Cowboy Joe in kosher dialect.

The Edward Brothers, youthful hand-balancing trio, tried to quicken the pace of the evening with their Nic looking lads, the trio displays feats, which center around balanced chairs, with lads doing muscle-benders all over them. Their closer, in which running and skillful somersault from one prone partner to another who cannot see him, ending in a wrist stand, got a terrific mitt.

Curly-haired Johnny O'Brien got the best response tendered. His first-time come in this house in a long time. He is just right for vaude, completely living his role of a high-pitch voiced, slow-thinking guy. While his material could stand some modernizing, stuff is so well delivered that it all gets yocks. His line, "it's possible," which he inserts frequently, is 100 per cent in character, and built into his act. He had used it about four times. He is a fine technician on the harmonica also, closing with a trio of numbers, with his finale, in which he does a locomotive imitation, ending with the house going dark, while his cap flashes a headlight, pulled huge bow-wow mitt.

Crosby Sisters closed the package, offering their slapstick comedy and music to swell the evening with good laughs. Brown-haired sister kept chuckles frequent with her impressions of zany shows celebs, like Martha Raye and Joan Davis, and her wibes at her expense, who did a good job of pacing the show with some straight warbling. Johnny Sippel.

Million Dollar, Los Angeles

(Wednesday, August 27)

Capacity, 2,400. Prices, 25-55 cents. Four shows daily. House books, Bill McMillan.

Miguelito Valdes and his newly formed act (16) may headline the current bill, but it is Johnny Moore's Three Blazers that definitely steal the show. This exciting threesome is able to achieve more in a few minutes of stage time than Valdes and his aggressive accomplish in almost an hour.

After politely receiving the ex-Cugat voice, who now turns baloney, seat-warmers quit yawning, rub their eyes and suddenly awaken in time to enjoy the last slot as the

easily make her an outstanding chanteuse. She received a sound reception.

Harmonica Act Hums

Eddy Manzon played the harmonica with good authority. Accompanied by Marjorie Wells (his wife) at the keyboard, the wind-instrumentalist gained respect with his first number, then got crisp ovations for the next two. Powerhouse for an encore broke the appreciative house into a strong hand.

Dod Dodson opened the bill with monkeys and a tiny mitt doing clever shenanigans, always good for a hit of admiration. The chatter between tricks didn't register, but was applied and an asset to the act.

The D'Vons closed with their standard adroit ballrooming rendered in graceful, pleasing manner for a good house.

Sammy Fidler and his pit orchestra (13) cut the show to perfection. Pic, The Hucksters. Jack Teal.

livey combo takes over the spotlight. Exclusive Records' trio (consisting of Johnny Moore on guitar, Eddie Williams, bass, and Charles Brown, piano and vocals) is patterned along King Cole lines, but at the same time, a sufficient measure of individuality to intrigue the ear. The house, which appears cold and unresponsive for Maestro Valdes, breaks into cheers and whistles when the Blazers give out with You Won't Let Me Go and Over There By the Cherry Tree. In these, Brown displays his sense of vocal phrasing and song versatility, shouting the former in a righteous blues fashion and delicately treating the latter in a manner that befits a cute novelty item. His keyboard prowess is fully evidenced in a rather pretentious yet flashy rendition of Warsaw Concerto (written for full orchestra and piano) it naturally suffers in this vest-pocket version) and the rhythmically contagious Johnny's Boogie.

Comic Jack Marshall helps to brighten the bill with his rib-tickling routines. He rolls out the gag patter smoothly and with an eye to the all-important matter of timing. And while a gag may be old, Marshall has a way of selling it that makes 'em laugh a second time. The Garcia rumba dance twosome, appear to be somewhat hampered by insufficient stage space to let loose but still are able to win a big hand. Led's solo flight, first balancing a glass of water on his head and then a full tray, is a show stopper.

It is unfortunate that Valdes chose to unveil his new act here at a time when it is still badly in need of considerable rehearsal. Lack of balance between sections, fluffs, rough attacks and cutoffs place it at this time below professional par. Valdes' awkward boston gymnastics are undoubtedly motivated by his realization that the sidemen are not working together properly.

Biz, fair. Pic, Kilroy Was Here. Lee Zitho.

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Zippy Over-A- Stem Biz; MH 139G, Roxy 117, Par 93

NEW YORK, Aug. 30.—With the mercury almost hitting the top of the thermometer for the entire season, the combined gross for the six Stem flesh-flicker houses (up to Thursday when the American League moved in) held a grip on a respectable \$483,000, a \$73,400 upsurge over the previous week's \$409,600 from five theaters. This remarkable take was despite the Capitol's nose-dive to \$36,000 for the sixth week—a \$78,000 dip from the boom \$114,000 opening stanza. Two premiers, the Roxy and the Strand, did sock biz, while the Madge Hall and the Paramount held on to blister the all-over tally.

Capitol (4,627 seats; average \$72,000) panted thru a sixth and last session with a low \$36,000 after successive sessions of \$114,000, \$85,000, \$72,000, \$66,000 and \$54,000. The month and a half total was \$435,000 for Tony and Sally DeMarco. Ted Streater's ork, Paul Winchel, Charles Trenet and The Hucksters. New show (reviewed this issue) has Bill Robinson, Lew Parker, Art Mooney and his ork, Beverly Tyler and Song of The Thin Man.

Roxy (6,000 seats; average \$85,000) hit the high spots with a solid \$117,000 for the opening week of Jack Bailey, Ella Fitzgerald, Jerry Murad's Harmonicas, Virginia Cordova and *Mother Wore Tights*.

Strand (2,700 seats; average \$40,000) almost topped its record biz with a stick-out \$70,000 for the first week of return to fleshers, after a 14-day lapse, with Count Basie's band, Gene Bailey, and Jerry Murad's Edwards Sisters and Deep Valley.

Paramount (3,654 seats; average \$85,000) closed its third big week with \$93,000 for the second-ranking \$110,000 opener and a \$105,000 middle stanza. Stage bill has Carmen Cavallaro and ork, Paul and Eva Reyes and Nelson. Film, *Welcome Stranger*.

Radio City Music Hall (6,200 seats; average \$100,000) slanted to \$139,000 in the fifth week after a \$151,500 stanza and \$150,000 periods. In-person presentation has Paul Hannon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Baer with The Bachelor and the Bop-Socor on the screen.

Loew's State (3,500 seats; average

\$25,000) took in \$28,000 with Thelma Carpenter, Hank Ladd, Richard and Flora Storti, the Male Believers, the Rigoletto Brothers and Copacabana. New show (reviewed this issue) has Max Baer and Maxie Rosenbloom, Adrienne George, Kaye D'Arco, Eddy Manson and Doc Dodson. The Hucksters is on screen.

Guarantee Gone With the Boom

(Continued from page 37)

ops were willing to go on the hook with the possibility of being left holding the bag with attractions that didn't attract.

The Adams, playing Grade B flickers, has depended on its stage shows and, in common with similar houses using Western films, purchased live attractions a predetermined salary plus split over a certain amount. But unlike other houses, Joe Griefer, managing director of the Adams, has been objecting to the guarantees for some time and at the end of last season decided his house was thru.

A split from the first buck isn't the solution for many of the other houses, however. The Adams has a completely cheap operation, which is not the case with some of the other theaters. They have to take in anywhere from \$12,000 to \$18,000 to make the opening, before they can make a dime. If they split from the first buck and take in \$25,000, say, the attraction would walk out with \$12,000 while the house would still be in the red. For the insiders say, a split from the first dollar never can become a wide practice. Only the houses with small expenses can offer such a deal.

The Adams will tie off with Vaughn Monroe and follow with a Baer and Rosenbloom package including the Art Mooney ork and perhaps Bonnie Baker. Interesting thing about the Baer-Rosenbloom deal is that it will be the first time these two guys go into a theater on a straight split. Their usual salary is about \$4,000. Package will be owned by Rosenbloom, with the understanding that Baer will get his, win, lose or draw. With the salary list Rosen-

Tax Laxers Face Government Ax

(Continued from page 37)

to check the books, determine the arrears, then try to collect. If the op comes up with a good excuse (department says has been out of town and none of them is good), a deal may be made. If necessary, the government will put its own men on the cash registers to tap them nightly. This often is the case in resorts with short seasons. If the dough isn't there, the agents grab the assets, usually the liquor because the other tangibles often are hooked to the hilt. If all this isn't enough, the case is turned over to the federal grand jury for indictment.

In Washington the heat was first felt at the Henderson Club, which was reported as being asked to pay \$11,000 in cabaret taxes plus penalties. The Culinary Arts Club is being asked for \$85,000 and the Allies Club's bill is reported at \$6,000. These clubs claim they are private and not subject to the amusement tax.

Ops of non-State licensed spots who think they are immune to the federal bite are due for a surprise, according to tax collectors. The trouble here is the fact that a federal license is necessary for the sale of beer and it is thru this obscure reader that the collection lads expect to wrap up the locally tolerated joints.

Privately the lads in the get-it-up-or-else department admit that the 20 per cent bite is a tough one for the average op. But up today. But they also point out that they don't make the laws. If the boys don't like the law, they should put the arm on the solons to change it. Meanwhile they have ordered the men Washington to get tough and they're getting tougher every day.

bloom will have to carry, it is estimated that show must do about \$20,000 to make any dough on the deal. Following the Baer-Rosenbloom date, the Adams will play its own package built around Dizzy Gillespie and Ella Fitzgerald and then follow with a Deal Arsen, Gene Krupa and Louis Prima.

Griefer admitted that in rare cases where an attraction is sure-fire, some kind of a deal will be made. But by and large, said Griefer, "if an attraction thinks it's so hot, let him come in as a partner and gamble with us."

Stand-By Checks to Local 802 Stopped by Stem Houses

(Continued from page 3)

ops are worried about making the first move, each one waiting for somebody else to set a precedent.

One theory floating for a theater called on AFM biggies for a decision and was told that locals will make their own rulings and that the national office will not interfere. This decision to allow locals to interpret the stand-by law poses a problem with many ramifications. In one New York City case, for example, due to reopen after a summer closing, op has been told by the local AFM that he will have to pay the stand-by fee, even if no law. Union said that it didn't recognize the act and, furthermore, traveling bands playing the theater were there thru the courtesy of the local and in no case would it permit the outside org to deprive the local lads of their bread and butter.

Different Rolling

Another up-State New York local

was put into a local house and the union waived the stand-by fee.

In Newark, N. J., the Adams had offered the local a renewal of its contract last March before the Taft-Hartley Bill became a law. The union refused. House will start with flesh in September and so far hasn't heard what the union will do.

Trade expects repercussions of the stand-by interpretations to come before September is over. Meanwhile all theater men out of New York are watching to see what 802 will do.

Morgans To Replace Williams

NEW YORK, Aug. 30.—The Stewart Morgan Dancers may replace the Hermanos Williams group at the Latin Quarter September 3. The Williams Trio has overstayed its visa and have to leave the country. They are obtaining another entry permit. It is expected they will be able to re-

French Revues Coming Over With Govt. Okay

NEW YORK, Aug. 30. — Two French revues are tentatively skedded to work New York and out-of-town houses in the near future with the blessing of the French government.

Deals are being made by Clifford Fischer, now in Paris, and Arthur Lesser, who sails for France early this month. The Fischer package, it is understood, will play the Shubert houses, and insiders say it is one of the reasons why Lee Shubert arranged his recent sailing. The Lesser unit, mostly in the talking stage, also seems certain of jelling.

The French government enters the picture thru its recent deal with the American Guild of Variety Artists (AGVA) calling for setting up dollar balances in this country thru the collection of dough from French performers. This fund will be used by French showmen to set up a reservoir out of which American acts playing in Paris will be able to get paid in dollars.

Preliminaries Set

All the steps have been taken and preliminary papers signed. The two matters have been cleared up. The first is AGVA's insistence that the French pay for the setting up of a department within AGVA to supervise French performers. The second is a French government agreement to have a three-person department headed by Tess Diamond. The second step is the drawing up of new contracts, one of which a Frenchman will agree to certain deductions from his American salary to be collected by AGVA, which in turn will export it to a French government account at the Irving Trust Company. This dough will be returned in francs to French performers on arrival in France. The dollar balances will be in the U. S. to build up that country's credits.

Authorities say that, with France anxious to get dollars, it will urge its performers to work abroad not only for profit but as a patriotic gesture.

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Magic

By Bill Sachs

MCDONALD BIRCH and wife, **Maebel Sperry**, have returned to their Malibu, Cal., home to finish preparations for their fall tour which gets under way in Richmond, Ind., September 15, after two weeks in Chicago picking up supplies and new costumes. Birch, the Magician and partner, Diane, have their all-magic side show on Eastern floors. Assisting them are James and Edith Thompson, Joseph and Josephine, and Jeff, of Hickory, N. C., representing the Kara-Kum's full-evening magic show set in Southern auditoriums starting late in September and running thru October. . . John Matthews (Dr. Quack) has just concluded a two-weeker at the Candlelight Club, Norfolk. . . Al Sharpe popped from Wyoming to Fort Worth to take in the magic conclave there Labor Day. In a note to the desk, Al inquires as to what's become of Gloria Jerome and Sheffield the Magician. . . New Orleans Conjurators' Club, junior members of the local Society of American Magicians assembly, participated in a benefit for the Duke Binyon Club, Sept. 4, at the Butler County Fair, Hamilton, O., week of September 21. . . Stan Kramien, who has been playing clubs and fairs in Oregon and Washington all summer with his company of four girls, is winding up his fair bookings and is headed to head south early in September. In Portland, Ore., recently, Kramien visited with James Lee, who is building a full-evening magic show to take to Italy late in September. He also tells of coming into a party, McElough, who operates his own magic manufacturing plant in Portland.

JACK KODELL, following a two-weeker at El Rancho, Las Vegas, Nev., opened Friday (29) at Glenn Rendezvous, Newport, Ky., for a like stand. Kodell's novelty turn consists of the magical appearance and disappearance of live birds, also multiplying billiard balls, and he has jumped from \$25 club dates to the better netteries in less than a year's time. . . Dagmar's Company will present a full-evening show of magic at the Barbizon-Plaza Theater, New York, Friday night, October 24, with a headline scaled from \$1.80 to \$3.60. Hal Haydall, handling the business deal, says: . . . Marquis the Magician, currently headlining Gus Sun's Music Hall Varieties at Ohio falls, will take time out to appear on their program at Percy Abbott's annual magic get-together at Colon, Mich., September 4. . . George Hubler, now on Mid-America tour with Michaels will have his bar and trampoline act, has sold



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ALLEN—Arthur B., 66, veteran character actor, August 23 in Hempstead, L. I., N. Y. Of many roles, he was best remembered as Professor Willet in both the stage and film versions of *Our Town*.

ALTSCHULER—Jacob, violinist, August 27 in New York. He organized the State Symphony Orchestra in 1923 for which he also played viola. Survivors are his widow, two daughters and three brothers.

BARNES—Eugene E., 37, national supervisor for the Coca-Cola Corporation of America, recently in Lake Forest, Ill. Survivors are his widow, Irene, and two sons, Eugene Jr. and Ronald.

BARTLEY—Richard Allen, four-month-old son of Mr. and Mrs. Edwin F. Bartley, of Meeker Shows, August 21 in Missoula, Mont. Burial in Seattle.

BELL—Christ, clarinetist with the Detroit Symphony Orchestra until his retirement two years ago, August 21 in Santa Monica, Calif. Survived by his widow and five children. Interment in Santa Monica.

BRUNDAGE—Bert B., ride operator and brother of Seth W. Brundage, for many years owner-manager of the S. W. Brundage Shows, August 15 at his home in Glendale, Calif. Deceased spent some time with the George Loeb Shows.

BRUNDAGE Shows closed. Survived by his widow and two children, one of whom, Jack, is associated with the film industry. Burial in Forest Lawn Cemetery, Glendale, August 19.

BULOW—Glenn, owner of the Star Theater, Brooklyn, Mich., August 25 in Jackson, Mich., of a heart ailment. Survived by his widow and daughter, Moreen, formerly with Warner Bros. Pictures in Detroit. Interment in East Jordan, Mich.

IN MEMORY

of My Wife

GRACE

a Real Showman

Who Passed Away

AUGUST 26, 1947

Our sincere thanks and deep appreciation to our many friends and associates who remembered.

DICK CLEMENS

CLEMENS—Mrs. Dick, 40, wife of the nationally known animal trainer and showman, August 26 in St. Francis Hospital, Floris, Ill. (Details in Circus Section).

CROSBY—T. R. Jr., 77, actor and Brown University professor, August 23 in Providence. He founded several dramatic groups, appeared with many stock and summer theater groups and coached many professionals, including Ben Lyon, Ann Harding, William Lynn and Bertram Thomas.

DENNY—Lucian, 61, music composer and stage director, at Hermosa Beach, Calif., August 20. A native of Nancy, France, he began his musical career in Kansas City, Mo., with the early production of *Sylvia* Loeb. His best known operetta was *Oceanic Roli*. He had resided in Hermosa Beach the past 10 years and was piano teacher and producer of little theater plays and operettas at the time of his death. Survived by his widow, Martha. Services in Hermosa Beach, August 22.

GERSTLE—H. S., 56, composer and orchestrator, August 21 in Hot Springs. Formerly the head of the National Broadcasting Company's orchestral-arrangers department, he later became the secretary-treasurer of the United States branch of the International Society for Contemporary Music.

GOPF—Frank E., 100, pioneer showman and nickelodeon tent show operator, recently in an Omaha hospital. Services and burial in Omaha.

THE FINAL CURTAIN

HARTWICK—E. H., father of Doc H. D. Hartwick, of Crescent Amusement Shows, recently at his home in Clearwater, Fla. It was erroneously reported in a recent issue that the son had died.

WE WISH TO EXTEND

Our deepest appreciation for the many sympathetic expressions of sympathy and the many beautiful floral tributes in the show business during the past few days to the late Mrs. E. H. Hartwick—RAY GUYER, who played away August 16, 1947, at the Grand Hotel, Chicago.

JANIE GUYER,
MAXINE GUYER ROBIN

JACKSON—Alberta Haynes (Terry Shannon), singer and impressionist, in Cedar Rapids, Ia., August 17. Named Miss Iowa in 1929, she appeared in vaude and dramatic stock and was for a time with the Three Macks.

JONES—Martin T., 56, partner of Gifford & Jones, theatrical booking office, August 20 in Chicago.

LIGHTON—Leon Emile, 43, manager of the Norfolk Municipal Auditorium, of a heart attack in that city August 24. He was regional supervisor for the Norfolk Show from 1943 until the end of the war and as manager of the Auditorium supervised the booking of virtually all the roadshow attractions to play that city during the last four years. Survived by his widow, his two daughters and two sisters. Services and burial in New Rochelle, N. Y., his mother's home city.

IN REMEMBRANCE

EDWARD D. HUTCHISON

from

C. H. TODD, Associates

MARLIN—Robert K., formerly affiliated with various stock shows and the Majestic Theater, Birmingham, recently in Los Angeles of a heart attack. In recent years he was chief engineer at the Sherman and Ambassador Hotels, Chicago. Survived by his widow, Marjorie, former captain and owner of the Three Ambassadors, girl acrobatic act, and a six-month-old daughter.

McCLOSKEY—John A., 46, radio entertainer, August 17 in Philadelphia. Surviving are his widow and 12 children.

MERCER—Bennett K. (Ree), 70, who with his brothers and mother operated the Guy Stock Company for many years, August 9 at his home in Indianapolis. He was last with the John Winniger Players, touring Wisconsin and Illinois, several years ago. Survived by his widow, Kathryn; son, Winfield; step-son, Harry Clark; sister, Mrs. Inez wife, and two brothers, Charles and Carlton. Burial in Floral Park Cemetery, Indianapolis.

PEASE—John W., 43, circus ticket seller and candy butcher, in Hollywood August 24 of a heart attack. At that time his wife, Frances, was Cole Bros. and Clyde Beatty circuses, Survived by his widow. Services August 26, with interment in Valhalla Cemetery, Burbank, Cal.

REILLY—Lloyd, 42, high-wire cyclist, August 25 at the Minnesota State Fair. He died of injuries sustained when he fell after completing his act.

IN REMEMBRANCE

Of Our Friend and Pat

LYOYD REILLY

GRANT AND ANNE CHANDLER

ROCKELLI—Peter, 48, drummer, vocalist and band leader, August 19 in Washington, D. C. He was a dancer as an amateur singer with Kate Smith at Colonial Beach, Va.

ROWE—John A., 43, radio spokesman for the Canadian Commonwealth Federation on the Canadian Broadcasting Company network, August 18 in a plane crash at Lake St. Clair, Mich., in which his seven-year-old son, Donald, was also killed. A brother, Howard, a member of the Rhythmaires, musical comedies, was piloting the plane, was injured. Survived by his widow and three other children.

SANDERS—Charles E., 69, stage manager at the Academy of Music and the Maryland Theater, Cumberland, Md., since 1905, at his home in that city July 30. Survived by a sister and brother. Services and burial in Cumberland August 2.

SCHARICH—Joseph, 40, employee of Ringling Bros. and Barnum & Bailey Circus, August 23 in Springfield, Ill., of heart exhaustion. Surviving is a sister, Mrs. Mary Jonaski, Jamaica, N. Y.

SCHER—Charles, 52, for many years operator of the Loop, former Detroit burly house, August 15 in Veterans' Hospital, Dearborn, Mich. Survived by a wife and two sons. Interment in Macphail Cemetery, Detroit.

SESTER—Mrs. S. G., known in vaudeville show circuits, August 13 in Des Moines. Survived by two sons, T. L. and Lloyd, and a daughter, Mrs. H. E. Emery, Excelsior Springs, Mo. Burial in Glendale Cemetery, Des Moines.

SHOHALTER—E. M. Jr., 40, radio advertising executive for Standard Oil Company of New Jersey, August 20 on board a pleasure boat in a bay at Portland, Me.

STURGES—William G., 38, salesman for Columbia Pictures in Michigan, suddenly August 16 at his home in Grandville, Mich. He formerly owned theaters in Saginaw and the Gem Theater in Saginaw, Mich. He was the father of Fred Sturges, booker for Co-operative Theaters of Michigan. Survived by his widow, owner of the Grand Theater, Grandville. He also leaves his widow and one daughter. Interment in Grandville.

IN MEMORY OF

TOL TEETER

PASSED AWAY

SEPTEMBER 2, 1941

I MISS YOU SO,

YOUR WIFE,

NELLIE

TEMPLETON—James, 63, vaudeville, August 28 in Prince Bay, S. L. N. Y. He and his brother, Mercer, comprised a song and dance team that played the Palace Theater and toured the Keith Circuit. He also played in many George M. Cohan comedies. Survivors are his mother, Sarah; three sisters; and three brothers.

TRUEX—Mrs. Ida May, 77, mother of Ernest Truex, actor, August 24 in Roslyn, L. I., N. Y.

In Memory

of a Very Dear Brother-in-Law

Chas. A. "Buck" Veitch

who passed away Sept. 2, 1946

Marion & Rose Spillers

IN MEMORY

of

Chas. A. "Buck" Veitch

who passed away Sept. 2, 1946

Eleanor Veitch

WALKER—Charles Herbert (Tex), 80, veteran actor, in General Hospital, Los Angeles, August 22 of pneumonia. Born in Australia, he began studying dramatics at the age of 13 under the famous Lotta Cushman in New York. His forte was character parts with a preference for Shakespeare. He had appeared with Richard Mansfield, Kyrie Bellew, Minnie Maddern Fiske, and Ross and Charles Coffin. He went to Hollywood in 1928 and played in Western films until his retirement in 1937. No known survivors.

WILLIAMS—Victor H., sales promotion manager of Station KOIL, August 23 in Milwaukee. His widow survives.

Marriages

ANDREWS-BUTLER—Jackie Andrews, of Rodeo, Inc., and Estella Butler, trick rider with Ringling Bros., August 20 in Los Angeles. August 20 in the Ringdale Bar and Grill, New York.

BAILLIE-CLEMONS—Rai Baillie and Leslie Clemons, with the Harley Saddle Show, at Lubbock, Tex., August 20.

COATES-DE MARCO—Paul V. Coates, press agent, and Renee De Marco, dancer, in Los Angeles August 20.

CUSHING-WINDSOR—Harry Cushing IV and Georgette Windsor, actress, in the Little Church of the West, Los Vegas, August 24.

FORBES-GRANSTEDT—Arthur Forbes, civil laboratory man, and Grete Granstedt, Swedish actress, in Paradise, Calif., August 18.

HARDY-HICKS—J. W. Hardy, theatrical agent, and Ruby Hicks, of Pikeville, Ky., August 16.

JOHNSTON-GRAYSON—Johnny Johnston, actor, and Virginia Grayson, singer, August 22 at Carmel, Calif.

KAISHU—E. L. E. Norman Kaishu, niery performer, and Patti Allen, singer with the Honeytones vocal group, recently in New York. August 22 at Edward Leach, Hollywood film producer, and Jan Greer, screen actress, in Las Vegas, Nev., recently.

MORGAN-LABINE—Harold I. Morgan Jr., announcer at WXYZ, Detroit, and Shirley Labine, August 2 in Detroit.

Births

A son, Johnnie Jr., to Mr. and Mrs. Johnnie Comacho August 14 in Le Nu York. Father is head of the Latin American department of the Edward B. Marks Music Corporation.

A son to Mr. and Mrs. William J. Gilman, at New York. August 16. The child, a girl, is named Angela, recently. Father is a film director.

A son, James Jr., to Chief and M. P. C. Father is a former side show fire eater.

WATER

Lloyd Reilm Dies in Fall At St. Paul

Mishap Comes at End of Act

ST. PAUL, Aug. 30.—When Lloyd Reilm completed his high wire bicycle act at the Minnesota State Fair Monday night (25), the spectators, 20,000 strong, applauded. Reilm waved to the crowd, then signaled his wife to start the mechanism that would lower him 100 feet to the ground.

Suddenly the spectators rose to their feet screaming. Reilm lost his grip and fell, his body flashing in the floodlights. A second later his broken body lay beneath the twin towers holding his high wire.

Reilm lived only a few minutes, dying in his wife's arms.

In show business since 1925, Reilm, who was 42 lived in Marion, Ill., and worked out of the Barnes-Carruthers Theatrical Agency office, Chicago. He was a grandson of the famous Blondie, who was walked a tightrope on Niagara Falls from the United States to Canada more than 50 years ago.

Reilm and his partner, Ruth McCray, ridden a bicycle backward and forward on the high wire. Miss McCray already had reached the ground and was going to help him. She was lowering controls when the mishap occurred.

Fair officials said a jam in the lowering mechanism apparently loosened Reilm's grip just as he started his descent. He seemed to grab for his bicycle as he started to plunge downward.

Surviving are his widow and two small children. Burial was in Marion, Ill.

Doc Shean Heads Agricade in Va.

NORFOLK, Aug. 30.—Frank (Doc) Shean, veteran showman, was elected vice-president and general manager of the Agricade, 42-acre plant built here for midget auto races, harness races, running races and the Tri-County Fair. In his new post, which he will assume September 1, Shean will book all future attractions for this fall, and also for other special events at the plant.

For the past six years Shean has been operating parks at Virginia Beach, Va., where he lives. His first operation at that resort was Seaside Park. He is currently operating the newly remodeled Casino Park at the south end of the boardwalk.

Active in civic affairs, Shean is president of the Better Business Bureau and of the Rotary Club in Virginia Beach and is general chairman of the Community Chest drive of Prince George County.

Dates for the fall festival and fair at the Agricade this year have not been set, but a decision is expected soon.

Current weekly attraction is midget auto races, staged by Sherman F. (Red) Crise.

Punching the Bag

Alabama's Fair Board Gets An Eye-Full at Iowa, Minn.

—By Pat Purcell

CHICAGO, Aug. 30.—After a week spent nosing around the fair grounds at Toronto, Des Moines, St. Louis and Indianapolis, the naked eye, aided by binoculars, observed a lot of things worthy of recording, so here goes for some of them (more later).

At Des Moines last Tuesday there was quite a delegation from the newly-organized board of managers of the reorganized Alabama State Fair, and to say these gentlemen were impressed by what they saw and heard at the Minnesota and Iowa State fairs would be a gross understatement. They were flabbergasted.

"How long have things like this been going on?" asked Bill Connor, stern guardian of Birmingham's law as a police commissioner, "and why can't we have one like it in Birmingham?"

"As old as this one it probably will be as good," said the venerable and affable Frank P. Duffield, who was celebrating his birthday and directing the fireworks at Iowa, "has been going on for so many years that none of the citizens around can remember when it started—and when yours is as old as this one it probably will be as good."

C. McCaffery, still active in the affairs of Birmingham, altho he sold his real estate interests last spring, hosted the visitors at a steak dinner in the city center, and he, too, had been a sympathetic and knowing ear as the visitors told of their impressions and the plans they have for the future. It was well to listen to these gentlemen, to a man, appeared to have something on the ball and they expressed determination to make the Alabama State Fair something that will help improve the standard of living in their State and something that will give their people an opportunity to see the best and finest in the entertainment line.

R. H. (Dick) McIntosh, who holds over as general manager of the annual set for next October, was in the delegation along with Bedford F. Seale, chairman of the board; Vincent Townsend, vice-chairman; and board members Ervin Jackson and H. S. Whistler; and Charles H. McCauley, Birmingham architect; John Foster, attorney; and Seiden K. Bailey, executive secretary of the board.

Duffield was sort of a guest of honor, it being his birthday, and H. E. Barnes was there because he threw Duffield's birthday party a year ago. The writer heeled in.

At the conclusion of one of the running races at Des Moines two jockeys swung fists at each other with such determination that cops had to step in. Barnes was there because he was enjoying the hospitality of Frank Duffield's infield tent, wondered aloud if the fight had the same meaning as the one between Sterling Burr Lampkin, Jay Roundtree and Ray Claypool.

Those of the outdoor show business who do not, or did not, have opportunity to visit the Canadian National Exhibition in Toronto will

have difficulty in visualizing the mid-way party and Frank Conklin put together. The written word could tell the story—but who'd believe it? It is that good, indeed.

Bill Mauldin, cartoonist who gained fame while in the service with his "Up Front," is offering a series now lambasting carnivals in general and picking on one in particular he encountered at a State fair, but he has not identified the State fair.

Even the most dyed-in-wool carnival worker, owner or manager will admit there are a lot of things that can be done to improve the business as it is run, with the public, and efforts have been made in recent years to accomplish this. In fact, the carnivals are ahead of the circuses, as a whole, in their efforts to improve conveniences for the public, to make their offerings more eye-appealing and to get help that will keep neat and be courteous.

However, it is difficult for a ride hand to keep looking fresh on a hot day; and Brother Mauldin shouldn't be so concerned about the denizens of the Wild Life Shows. The Society for the Prevention of Cruelty to Animals is a lot more active than he appears to realize, and operators of these shows consistently have been able to meet its requirements.

Also, Brother Mauldin made a nasty crack about the "scum and drags of show business and circuses;" but the records show the carnival men went to war with the rest of them and did their best.

Phooey on such knockers!

Ex - Flying Vets Form Air Circus

LOS ANGELES, Aug. 30.—Six World War II Air Force veterans have solved their post-war job problem by continuing their flying careers as the *Hollywood Hawks*, air circus show, recently formed here.

In order to capitalize on their flying experience, the ex-service pilots, Sammy Mason, Ray Goudy, Roy Seale, Warren King, Rex Wells and Bill Bushman, organized the air thrill show and are now being booked for various outdoor shows.

One of the *Hollywood Hawks'* main sponsors will be at the National Air Races in Cleveland this year.

Park Charter Issued

COLUMBIA, S. C., Aug. 30.—The secretary of state issued a charter to the Barn Dance Amusement Park to promote dances, concerts and carnivals. Capital stock is \$2,000 and Gilbert L. Smith is listed as president.

Follies Score Steady Climb

Patronage builds as Snyder unit nears close—expo gate only 550,000 after 13 wks.

SALT LAKE CITY, Aug. 30.—Headed into the home stretch, the Utah Centennial Exposition, after 13 weeks, has passed the 550,000 mark in attendance, and is preparing to be converted for its final three weeks into the usual State fair. All of the exposition features will remain as extra added attractions.

Sam Snyder's *Water Follies of 1947*, which closes its three-weeks' engagement Sunday (31), proved a major surprise. In view of the experience gained over the 10 weeks of the show, it was expected to pull for only 10 days. Its drawing power increased steadily and in the closing days was stronger than when it opened.

In recent weeks it has been evident there was considerable error in judgment on the ability of the area to absorb such a long stretch of major entertainment, and the expo has prospered only on the basis of its major attractions.

Such crowd-pullers as the water show, *Holiday on Ice*, the Centennial Rodeo and big car automobile races, staged by National Speedways (Al Sweeney and Gaylord White) have accounted for the bulk of attendance to date. Lesser attractions have netted virtual blanks.

Wouldn't Take It Over

The Utah Centennial Commission has scheduled two Barnes-Carruthers grandstand shows for the final three weeks. Anxious to close its books September 1, the commission offered to pay for the attractions and turn back the exposition to the Utah State Fair Board, which declined the offer.

Stus Backman, Centennial director, then cancelled the stock shows scheduled for the final weeks, basing the action on the contention the show had not developed sufficiently to warrant the premium list offered. The stock shows were re-scheduled, however, when the Utah Department of Publicity guaranteed any deficit from the shows.

Story Brings Many Calls But No Biz

NEW YORK, Aug. 30.—A story in *The New York Post* Monday (25), designed to help conventioning Legionnaires, said the ex-soldiers could secure speakers from the International Fireworks Company, Jersey City, N. J.

Beginning Tuesday (26) Manager Fred C. Murray said he had been phoned many personal calls and through the week has been busy trying to explain his firm manufactures fireworks, not fireworks. He said amateur and haphazard firing, despite numerous inquiries, not one fair or celebration contract materialized, Murray said.

STATE OF OHIO

Gate Slightly Under Record

Coliseum, stand, midway up to or better than '46—move nearer new plant

By a Staff Correspondent

COLUMBUS, O., Aug. 30.—The Ohio State Fair closed its seven-day run here Friday (29) with a total gate placed at \$44,203, a drop of about 9,000 from last year's record gate of \$53,195.

While the gate was off slightly from last year, grandstand and Coliseum patronage was up substantially, with the final figures expected to show all-time records for both. Similarly, the business on the midway, where the P. E. Gooding Amusement Company held forth for the 27th year, was running even, if not better, with last year, due to the greatly increased earning power of the Gooding org here this year.

Day-by-day attendance, compared with last year, follows:

	1947	1946
Saturday	26,033	33,455
Sunday	65,914	71,299
Monday	55,128	34,229
Tuesday	51,084	60,158
Wednesday	71,332	78,064
Thursday	69,672	62,415
Friday	12,000	14,777

The fair plant was repainted in a fresh coat of white paint. The midway was black-topped, a sharp contrast with last year, when a late rain on the fair had the area in mud.

(See Ohio State Off on page 49)

Champlain Expo Sets New Marks

ESSEX JUNCTION, Vt., Aug. 30.—A record, free-spending crowd of 25,000 persons jammed the Champlain Valley Exposition here Wednesday (27), Burlington Day, to virtually assure the annual of new marks in every department. Comparable attendance a year ago was only 9,000, caused in part by unsettled weather. Since records have been smashed or broken on nearly every day, today's closing program, featuring Jack Kochman's Thrill Show, shouldn't have any trouble maintaining the attendance pace.

Opening Monday (25), 4-H Club Day, the previous attendance record of 12,000 was smashed by the afternoon was ended, even the day was sweltering. Kochman's Thrill Show played to a packed grandstand at night. More than 8,000 turned out Tuesday (26) for Grange Day. A sizeable crowd attended Thursday (28), Governor's Day. Big car auto runs sponsored by Sam Nusin, Friday (29) drew heavily.

For the first time in the history of the fair it was necessary for the night grandstand show to give an extra performance to take care of the crowd. The show, *Fantazies of 1947*, brought thru George Zerk, sponsored to capacity houses through the week. Fireworks were presented each night. Horse racing was featured Tuesday thru Thursday.

World of Mirth Shows were on the midway.

Birmingham Preps for Opening As City-Owned, Managed Annual

BIRMINGHAM, Aug. 30.—With the full support of local government bodies, the Chamber of Commerce and other civic groups, the Alabama State Fair, this year for the first time city-owned and city-operated, is preparing to open September 29 for a six-day run with the expectation of an attendance of 300,000.

Alabama State Fair properties were purchased by the city of Birmingham January 17 this year from R. H. McIntosh and Joe David, both of this city, and J. C. McCaffery, general agent of Kennies Bros. Shows.

McIntosh Manager

The board of managers, a public corporation, whose members are appointed by the city commission, op-

Colorado State Front Gate Soars

Midway gross, grandstand patronage running far in front of '46—entries up

PUEBLO, Colo., Aug. 30.—Attendance at the Colorado State Fair thru Wednesday (27) totaled more than for the entire run in 1946, and this increase was being matched in the grandstands and on the midway.

Midway gross, where the Forsyth org holds forth, thru Wednesday was up 230 per cent over last year. Midway offered 13 rides. Sharp increase at the grandstand held for both the day and night shows. Afternoon show consisted of runners, without mutuels, and rodeo, the latter with Leo Cremer, of Shawmut, Mont. Night show offers rodeo and fireworks by the Fort Dodge Fireworks, Chicago, with Art Brown in charge.

Poultry and rabbit entries are the highest in history. Only thing off is the horse entries.

WLW 'Parade' 12½% Over '46 Ohio Mark

COLUMBUS, O., Aug. 30.—WLW On Parade, a combo made up of members of the Cincinnati station's *Midwestern Hayride* and *Circus Royal* shows, together with Frank Thomas and Ernie Lee, featured in the Coliseum on the opening of the Ohio State Fair last Saturday night (28), grossed 12½ per cent more than did the WLW show playing the same spot on the corresponding night last year. \$8,900 in gross, according to Bill McCluskey, manager of WLW Promotions, Inc., the station's talent division.

McCluskey says this year's opening night performance in the Coliseum was the same on both occasions. The show's gross was up in contrast to attendance at the fair itself, where opening day (23) turnstiles recorded 26,033 against 35,455 in 1946, a drop this year of nearly 20 per cent.

Week-long promotional build-up on the fair grounds and thruout Columbus was supervised by McCluskey.

erates the park and the State fair. Johnston, one of the former owners and veteran State fair promoter, was retained by the board to be active general manager for 1947. McCaffery in turn was placed in charge of concessions this year.

Members of the board are: Bedford Seale, lumber dealer; Ervin Jackson, president of the Birmingham Chamber of Commerce; O. I. Ford, Southeastern manager of Armour & Company; Vincent Townsend, city editor of The Birmingham News; H. S. Whisler, county superintendent of buildings; William I. Spencer Jr., lawyer and dairy farmer, and Don Seiwel, promotion editor of The Birmingham Post.

Five Motor Speed Days

Hennies Bros.' Shows again will be on the midway, with Barnes-Carruthers Theatrical Enterprises, Chicago, supplying the grandstand attractions the six nights. Auto races will be presented three days by National Speedway, Sweeney and Gaylord (White), with two days of motorcycle races to be staged by Buck Kidd, Springfield, Ill. Fireworks will be supplied by Theaters (See Birmingham Sets on page 50)

N. J. Fair Sets Big Line-Up of Entertainment

TRENTON, N. J., Aug. 30.—A half-century entertainment program, featuring three concerts by the piece Army Air Force Band, has been set for the New Jersey State Fair by President George A. Hamid and Secretary Norman I. Marshall. The band will give a night performance opening Sunday, September 21, and two concerts the following day, Tuesday and Wednesday. The unit, under the direction of Maj. George S. Howard, will arrive here in two special cars, which will be stationed at the four grandstands.

Thrill shows will be spotted thru the eight-day program. Motorcycle races, thrill performances by the Joe Kochman and Joe Chitwood units and big car auto races promoted by Sam Nusin will each have a day. Harness racing will be featured on five afternoons. The fireman's parade contest already has a record 76 entries. Hamid's revue, *Grandstand Follies*, will be featured on Tuesday and Wednesday nights, plus any others booked by Hamid which happen to be laying off, will be presented.

Roof Over Stage

Fair officials now are experimenting with a covering which will extend from the grandstand roof over the stage. Success in this venture will result in the understated representation of grandstand stagehouses regardless of the weather.

Ground and building improvements totaling over \$100,000 largely have been completed. These include the construction of a new 4-H Club building, new seats and restrooms, the underground installation of all wiring underground, new plumbing and a ladies' building.

All exhibit space has been sold out in advance for the first time in the history of the fair.

162,000 Pay To Gander at Ozark Empire

Only 2,000 Off '46 Pace

SPRINGFIELD, Mo., Aug. 30.—The final attendance count at the Ozark Empire Fair District Fair August 9-15, showed a total of 162,000 paid, only about 2,000 less than last year, despite the fact that a scizzling 100-degree weather kept down the day attendance during the first four days, and a two-day newspaper strike hit the fair's opening days.

It was the second year in a row that a strike of Springfield Newspapers, Inc., had been called on the fair's opening day. Last year it was president, one year it was the printers—and both groups frankly admitted they used the fair and its heavy advertising schedule as a blackjack over the newspaper management. The printers walked out Friday afternoon (8) after The Leader and Press had hit the streets. The company was forced to suspend publication of the Saturday morning Daily News, the Saturday afternoon Leader and Press and The Sunday News and Leader. The printers returned to their jobs Sunday afternoon (10) after receiving a pay boost, but the damage had been done as far as the fair was concerned.

Uses Extra Radio

Upon learning of the strike Friday afternoon, Glen B. Boyd, secretary-manager, doubled the fair's time on the radio. In addition to the regular tripled it on a third. He authorized the heavy radio schedule for three days, but said the radio just could not take up all the slack.

The weather proved to be the real demon during the first half of the annual. With the mercury flirting with the century mark, fair visitors were conspicuous by their absence during the daylight hours. With nighttime business picked up tremendously—but it was too big a handicap to overcome. Comparisons show that night crowds were considerably larger than a year ago, but (See 162,000 PAY on page 48)

PNE Gets Away To Great Start With Big Parade

VANCOUVER, B. C., Aug. 30.—The Pacific National Exhibition (PNE) got away to a good start Monday (25) with a Western parade headed by Lieutenant Governor Sparks and Alan Jones, featured chirper of the grandstand show which gives night performance each night, during the seven days of the fair.

Imperial Shows on the midway moved in Friday (22) from Bellingham, Wash. The parade headed the week-end. Thirty days of racing at Exhibition Park are scheduled each afternoon during the fair.

The new grandstand on the 182-acre park is a splash of modern blue and white pastel towers thru to the midway. The fairgrounds after six years are occupied by military forces, have been redone.

MILLION GATE BOULDER ST. PAUL?

St. Louis Gets Excellent Start With Annual

By a Staff Correspondent

ST. LOUIS, Aug. 30.—Officials of the St. Louis County Fair and Exposition, the first such event in the St. Louis area in more than two decades, announced that attendance at the 10-day show at Jefferson Barracks reached expectations, with the opening two days drawing more than 100,000 persons.

Plans are now under way, according to Vernon M. Huff, manager of the fair, to make the fair an annual late summer event in St. Louis. The two-day horse show, which offered \$3,200 in premiums and trophies in all classes and stakes, was an outstanding feature, Huff said, which helped make the fair an artistic success, even tho its draw was disappointing.

It was unusual in that, unlike other horse shows, it was held during day-time, and local observers said it may even set a precedent for future horse shows which are held in conjunction with two days drawing more than 100,000 persons.

Lucky Lot's Hell Drivers, who had an accident en route to the fair, staged two performances but played to poor business largely because of the poor layout of the grounds. En route here one of Lot's transports carrying stunt horses burned and was said to be almost a total loss.

The world's championship rodeo added another feather in the colorful hat of John Guthrie, veteran proponent of the show, who brought many of the nation's leading rodeo competitors here in addition to a group of Indians from Oklahoma, who added color and a touch of the Wild West. A prize list of \$5,000 was posted for the 100 competitors for the six sessions, to be highlighted by two Labor Day performances.

All exhibits "packed 'em in," including the electric show, television and radio show, auto, flower, home economics, musical arts and fine arts shows, Chamber of Commerce exhibit, Anheuser-Busch's famed electric hitch, State exhibits, General Motors' preview of Progress, Army-Navy Show and the livestock, poultry, agriculture, apinary and dairy products shows.

Publicity Director Jack Van Pelt had the newspapers and radio stations and with them did a terrific publicity job. His tie-ups and outdoor paper were strong.

John A. Jones, Exposition occupied the midway. (For further details turn to the Carnival Section.)

576,938 Attend

Queensland Show

BRISBANE, Australia, Aug. 30.—The Queensland National Show, which ended a seven-day run here today, closed with a record 576,938 persons who paid \$143,000 in gate receipts.

Future improvements, made necessary by the huge crowds, already are in the planning stage for next year's annual. Included is a new double-decker grandstand, designed to accommodate a record 100,000 the present number. All contemplated improvements will cost an estimated \$150,000.

Around the Grounds:

Dewey, Six Other Governors To Attend Eastern States Expo

Gov. Thomas E. Dewey, of New York, a probable candidate for the G. O. P. nomination for president, is included among the governors who will attend the Eastern States Exposition, Springfield, Mass., for the Governors' Day festivities. Others skedaddled to appear are Govs. James L. McConaughy, Connecticut; Charles M. Dale, New Hampshire; Ernest W. Gibson, Vermont; Horace A. Hildreth, Maine; Walter W. Bacon, Delaware, and Robert H. Bradford, Massachusetts. Two-day festivities will start September 14.

A crowded program of events and an enthusiastic host of spectators at the Barton (Vt.) Fair August 14-16 sent the Orleans County fair into an extra day Sunday (17). Sunday fairgoers were treated to a baseball game, a band concert, and extra horse racing events plus continued operation of the carnival. Unscheduled activities were the result of a last-minute decision by President Dave Galloway.

A radio center with a comfortable lounge and a studio suitable for interviews and special commentary broadcasts will be an innovation at the Eastern States Exposition, Springfield, Mass. Radio center will be established in the picturesque Johnson Hollow Tavern in the colonial village of Storowtown on the exposition grounds.

Special ceremonies to dedicate the fair grandstands and other new buildings at the Caledonia County Exposition, St. Albans, Vt., featured a speech by Gov. Ernest W. Gibson. The governor flew by private plane from the Hindeale (N. H.) airport to the St. Johnsbury airport, where he was met by a committee.

Beatty Lee Allen, motorcycle stunt rider, remained in a hospital for eight days following an accident while performing Tuesday (19) at the Saratoga County Fair, Ballston Spa, N. Y. Hospital authorities reported he was in good condition as improved Wednesday (20).

Upstate N. Y. Fair Clicks All-Around

ALBANY, N. Y., Aug. 30.—Preliminary reports on the 53rd Albany, Schenectady and Green County Fair, which opened here Monday (25) with a record estimated annual attendance of 20,000, indicated that the annual would wind up festivities tonight with all departments on the winning side of the ledger.

Strong thrill features, all of an attendance-boosting nature, were scheduled throughout the week. Tuesday and Wednesday (26-27) there were the exciting Tuesday afternoon and night, Jole Chitwood's Hell Drivers took over the track. Jimmy Lynch's Death Dodgers gave show Thursday night (28) and Friday afternoon and evening. Auto races this afternoon were assurance of another heavy crowd.

About 900 individual exhibitors from three counties competed for \$10,000 in premium awards. Coleman Bros. Shows were on the midway.

Grandstand attractions for the Yates County Fair, Penn Yan, N. Y., August 20-23, booked thru Cooke and Rose Theatrical Enterprises, Lancaster, Pa., included Mildred and Felling high act and slide; Kavanagh and Ramon, comedy; Jay Robinson, ventriloquist; Whirl-A-Ways, skaters; Murrays, marimba; Tex Rose, comedy balancing, and the Kathryn Beiney Dancers.

September issue of Coronet magazine contains a 13-page photo story on fairs. Mentioned are annuals at Allentown, Pa.; Trenton, N. J., and Danbury, Conn.

The Hollywood Sky Rockets, aerial acts, were put on the grounds for the remainder of the season when Will Hustie, member of the act, sustained internal injuries Sunday (24) at Norwood, O.

One of the features of the Brockton (Mass.) Fair will be a U. S. Army Arctic Exhibit presented by explorer Dave Erwin. Colleen Moore's Doll House is another feature. Again the annual is offering May's Tropical Island Exhibit.

All activities of the Trinity County Fair, Hayfork, Calif. (August 25-24), were filmed in color and will be shown thruout the State as depicting a typical county fair. The Hollywood Tru-Clu Club, in camaraderie to do the job. The Golden West Shows, which were on the midway, were featured in many of the shots taken.

W. C. Woxberg, secretary-manager of the Merced (Calif.) County Fair, Hayfork, Calif. (August 25-24), distributing book matches advertising his event this month. Another visitor was Rose Linkin, of the Western Fairs Association.

Records Are Broken At Watertown Fair

WATERTOWN, N. Y., Aug. 30.—Despite some unsettled weather, the 125th Jefferson County Fair, which got under way here Tuesday (26) and winds up tonight, seems to have its way to establishing a series of new attendance and gross records. The offering of \$15,000 in premiums, highest in the history of the fair, helped considerably in stimulating local interest.

An estimated 10,000 attendance Tuesday prompted President Bert L. Johnson to remark "It was the best opening day I've ever seen." Jack Kochman's Thrill Show played to a capacity audience of 3,000 that night. Kochman gave two other well attended performances Wednesday afternoon and night (27).

Top attendance to date was hit Thursday (28) when an estimated 10,000 poured thru the gates. The day before about 8,000 were present. Harness racing got under way Thursday.

Veterans are to be admitted free today. Features are a drum corps competition and a balloon parade of comic strip characters and figures.

Circus acts and fireworks were presented at the night grandstand show. The Ferris Rides and Shows were on the midway.

Final Play To Tell Story

Minn. State Fair running far ahead of record year-stand, midway also up

ST. PAUL, Aug. 30.—Canceled last year by war, suspended in '43 because of the war and staged on a limited basis in '43 and '44, the Minnesota State Fair, in its return to operation today was well on its way to eclipsing the previous all-time attendance figure of 762,000, set in 1942, and excess were confident the outside gate would top the 1,000,000 mark before the annual closes Labor Day.

Thru Thursday (28), attendance was 458,919, far in front of figures for the corresponding period in the 1942 record-breaking year and indicative that, if the pace is maintained to the end, the gate will hit the 1,000,000 figure.

Single Day Record

Bolstering the belief of the excess is the fact Sunday's (24) attendance was 107,665, the largest single day attendance in the history of the event and beating by some 2,000 the previous mark established on the traditional big day, Labor Day.

In company with the record-breaking gate attendance, all existing records for grandstand attendance and for midway patronage were being set. Ray Lee, veteran fair secretary, reported that Saturday day receipts for the first five days were \$52,000, while the night grandstand gross for the same period was \$52,703. Lee said grossing thus far are twice what they were at the same point in '44.

The fair's new single day's attendance record was racked up in the face of rain which it rained almost non-stop. The afternoon auto races, the second successive program staged by National Speedways (Al Sweeney and Gaylord White) drew a capacity grandstand.

Plenty of Lure

Big car auto races, a sure-fire lure here, are the featured attraction the closing two days of the fair. They will be staged by John Sloan. Certain to hike attendance Monday is the scheduled appearance of Gen. Dwight D. (Ike) Eisenhower. Tuesday (29) and Wednesday (30) follows: Saturday, 61,511; Monday, 64,730; Tuesday, 77,041; Wednesday, 74,611, and Thursday, 73,469.

Night Show Scores

The night grandstand show, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, is scoring big. Sparkling revue, with line of 24 gals, Vi Styvie, capped and one who include Lieutenant Lait's K-9 Unit, dog act; Al Beckwith, novachord; Ziggle, the Zebra, skin acts; Johnson and Oves, bar act; Del Martins, acrobatic trio; Low, Hite and Stanley, knockabout comedy; Captain Heyer and Starless Night, high school humor; Vi Styvie, capped and one who include Lieutenant Lait's K-9 Unit, dog act; Al Beckwith, novachord; Ziggle, the Zebra, skin acts; Johnson and Oves, bar act; Del Martins, acrobatic trio; Low, Hite and Stanley, knockabout comedy; Captain Heyer and Starless Night, high school humor; Vi Styvie, capped and one who include Lieutenant Lait's K-9 Unit, dog act; Al Beckwith, novachord; Ziggle, the Zebra, skin acts; Johnson and Oves, bar act; Del Martins, acrobatic trio; Low, Hite and Stanley, knockabout comedy; Captain Heyer and Starless Night, high school humor; Vi Styvie, capped and one who include Lieutenant Lait's K-9 Unit, dog act; Al Beckwith, novachord; Ziggle, the Zebra, skin acts; 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IOWA MEETS NEW GALE

Drop-Off Hits In Final Days

Expected to end slightly under record—new grandstand, midway takes lull

DES MOINES, Aug. 30.—The 1947 Iowa State Fair, which closed here Friday night (29) was expected to be several thousand below last year's record-breaking 514,000 attendance due to a drop-off at the gate in the closing days which blew the chances for a new attendance mark.

Big slump came Thursday (28), when only 46,753 attended the horse races, whereas 69,497 turned out a year ago for a delayed third-day program which had been rained out earlier. It is believed if the fair had used another third-day show this year, instead of horse races, the attendance mark would have been shattered.

Night Grandstand Up

As the fair entered its closing day, a gate of 50,000 was needed to equal the 1946 record, attendance thru Thursday aggregating 458,332. Attendance on the final day last year was 44,160.

Day-by-day attendance for 1946 and 1947:

Wednesday (20).....	1946	1947
Thursday (21).....	6,253	6,803
Friday (22).....	6,255	8,081
Saturday (23).....	60,679	64,824
Sunday (24).....	45,590	72,242
Monday (25).....	52,395	76,550
Tuesday (26).....	56,173	52,178
Wednesday (27).....	69,129	66,978
Thursday (28).....	65,015	64,248
Friday (29).....	69,497	46,753

While there was little possibility of a new outside record gate, new grandstand and midway grosses were expected. A big jump in night grandstand admissions thru Wednesday (27) put the total grandstand ad-

P. O. Blows Whistle On House Giveaway At Brockton, Mass.

BROCKTON, Mass., Aug. 30.—With the opening only two weeks away, promotional efforts of the Brockton Fair had to be revised this week because the scheduled giving away of a new home has been termed a lottery by the post office department, with the result newspapers using the mails for any part of their circulation cannot carry news of the giveaway.

Fair officials pleaded unsuccessfully that the procedure involved is the same used in giving away numerous automobiles here and elsewhere, news of which was and is carried by many dailies. An additional \$2,000 has been appropriated for radio advertising in an effort to reap the full benefit of the strong appeal it is felt the giving away of a house would have.

The fair hasn't been able to plug its usual nightly fireworks blow-off, as the securing of a permit is in doubt. Hitch centers around the reported finding by fire inspectors of two unexploded bombs following last year's annual.

Frank Breng, general manager of the World of Mirth Shows, has contracted two additional units to supplement his show and to fill in for the opening and closing days which he will not be able to make with his org because of prior commitments. The Ross Manning Shows and Rides, Inc., will be ready for the September 6 opening.

Added features are a 36-vehicle army caravan and the Genesee 12-horse team of Clydesdales.

missions far ahead of the '46 peak year.

Lynch Pulls 'Em

Day-by-day grandstand attendance thru Wednesday (27), according to the audited check to that point, follows:

	Afternoon	Night
Friday (21).....	15,135	10,724
Saturday (22).....	22,997	18,923
Sunday (23).....	20,635	15,458
Monday (24).....	10,538	15,210
Tuesday (25).....	13,888	20,222
Wednesday (27).....	12,879	10,081

The crowd of 22,997 Saturday (23), pulled by Jimmie Lynch and His Death Dodgers, was the second largest afternoon grandstand in the history of the event, being exceeded only by the 24,436 record set for the 1937 head-on train wreck. The Tuesday night (26) grandstand attendance of 20,222 also was the second best night grandstand attendance, being exceeded only by 22,065 set last year during a centennial show.

Auto races, staged by John Sloan, lured excellent turnouts Friday (22) and Sunday (24). The third auto race program was skidded Friday (29).

Sally Rand Sets Pace

Hennies' Bros' Shows appeared headed for a record take of between \$150,000 and \$160,000 after taxes. Last year Hennies' netted \$136,000 on the same midway.

Helping the midway take was Sally Rand, whose Girl Show thru Tuesday (26) had a net take of more than \$32,000 and appeared on its way to a net take of between \$40,000 and \$45,000 for the full run.

The State Fair Review of 1947, pro-

633,000 Gate at Milwaukee Despite Unusual Heat Wave

MILWAUKEE, Aug. 30.—Wisconsin State Fair closed its 10-day run Sunday (24) with a total attendance of 633,000, considered excellent in view of the unprecedented heat wave which gripped the area each day except opening day. Average temperature for the run of the fair was 92. Despite the heat, which was without precedent in the history of the fair, attendance was off only 40,000 from the 1946 peak. Grandstand attendance and receipts were up slightly over 1946. Ralph Ammon, secretary-manager, announced. Receipts from the stands aggregated \$169,336, an increase of about \$300 over last year.

SiouxFalls, S. D., Gate Totals 70,583

SIoux FALLS, S. D., Aug. 30.—Final recap on the Sioux Empire Fair, held here August 19-24, indicated a total gate, both free and paid, of 70,583 persons.

Secretary Al Halverson said this breaks all records in the eight-year history of the fair.

atrical Enterprises, of Chicago, and presented under the direction of M. H. Barnes, proved an outstanding hit as is shown by the night grandstand attendance figures.

Presented in front of an elaborate set of scenery (the same as was used for the B-C No. show last year) on three stages, the show moved fast and offered plenty of color and variety.

Telly-Ho was the opening production number featuring the vocalists Preston Lambert and Marcelle Edwards, the harmony of the Twelve Gentlemen of Song and the Marion Dance ensemble (24 girls). Paige, Jewett and Kibbi, the Bell-Bell Trio worked cycles on the end stages, followed by the Doctors of Harmony. The Noble Trio and the Three Dees, bar acts, worked fast on the end stages, with Larry Griswold's diving board-trampoline feature centered.

Jig Saws Stop Show

The Carmen production number featured the Julian Duo, followed by musical section which brought out the Libonati Trio and the Quintone Singers, with Harold Boyd and Jig Saws stopping the show with their comical knockabout. Le Brac and Bernice came out with their sock uccycle-juggling act.

The Pirate production number was enhanced by Breng's Golden Statues and the solo of Martels Mignon and Company. Chinese acrobatic skill was featured in the display presented Tsi and Soma, the Wong Troupe and the Tein Si Liu Troupe. A major note prevailed in the finale, climaxed by the firing of Miss Victory (Egle Zachin) from the cannon. The Parrot Trio worked their unexpected leaders on the high pedestal while the scenery was being struck, and Thearle-Dunfield Fireworks Company climaxed the entertainment with a display which included many new and novel features in addition to the tried stand-bys. Frank P. Duffield and Art Brese alternated in charge of the program here.

Bob White was the capable emcee for the B-C revue while Julius Shankman directed the orchestra. Evelyn McGeigh handled the Hammond organ and Joe Ambrose worked the come-in. Acts used exclusively during the matinees were the Flying Zachinns, Don Valero, high yawning pole; Bill Bushbom's Liberty Horses; Martin's Dogs and Kings and Band. Preston Lambert and Bob White doubled respectively as stage

The night grandstand receipts totaled \$79,000, with daytime attractions netting \$90,000. Of the latter, more than a third was netted by the 100-mile national championship AAA-sanctioned auto race on the final day. Receipts for that event totaled \$21,571, an all-time high. Competing drivers shared 40 per cent of the receipts.

The fair netted a profit of about \$87,000, it was announced.

Already Ammon and his staff have turned to pushing preparations for the 1948 event, which, in observance of the State's centennial, will have an extended run, operating from August 7 to 29. Preliminary plans for the centennial fair were drafted long before the '47 annual.

162,000 Pay Off At Ozark Empire

(Continued from page 46)

daytime attendance was off the pace.

Sunday (10) was the big day, with over 24,000 filing thru the gate. Second high day was August 14, when attendance hit the 22,000 mark. Missouri's Senators James Kem and Forrest Donnell were visitors that day.

The surprise hit of the fair was the *Summer Follies Revue*, staged by the Boyle Woolfolk Agency, Chicago, and featuring Edgar Schooley's 16-girl line. It started slow in attendance, but built itself up to a respectable 4,000 at the final performance as word of its quality spread. Boyd promised it as "one of the neatest, cleanest, liveliest shows we've ever had."

Failure to top last year attendance mark was a disappointment to Boyd, who had authorized the most intensive pre-air publicity campaign in the fair's history. Directed by Eddie Bass, Springfield Newspapers, Inc., staffer, the publicity campaign began several months before the time in the dailies and weeklies in Missouri and Arkansas. Bass preceded his publicity campaign with a trip on which he contacted 25 editors, explaining the purpose of the fair and asking their support.

A total of 666 news releases, including 250 newspaper mats, went out to district newspapers. "We were heavily loaded with Bass working on the 'quality above quantity' theory. Clippings indicated at least 40 per cent of them were used, included in the pre-fair collection was extensive use of billboards, bumper signs and window cards. All pre-fair publicity stressed the point that the annual belongs to the Ozarks, not to any particular county or section.

Boyd, counting his blessings instead of his woes, said the fair finished its seven-day stand "with the blue sky and the fair's directors were 'very well pleased' with

NEW ...
EXCITING ...
DIFFERENT ...

Singing & Swinging the "Ontonagon"

Juggling-Swinging AERIAL ACT

of
The SENSATIONAL
ORTON

At Martin Agency, Hotel Bradford, Boston

WANTED!

For MINEOLA FAIR

Good Girl Show With Own
Outfit

Ride Help in All Departments

I. T. SHOWS, INC.

PHIL ISSER

1539 E. 29 St., Brooklyn, N. Y.

Phone Cloverdale 8-1061

At Des Moines:

Ice Shortage Hits;
Helicopter Clicks;
Newscast Miscast

By a Staff Correspondent

DES MOINES, Aug. 30.—Shortage of ice posed a major problem at the Iowa State Fair here in the early days of its run. Spring frosts ruined many of the ice houses in the area and the extended heat waves cut drastically into the early supply. As a result, food and drink concessionaires were caught short while the temperature was hitting in the high 90s.

Sally Rand, the huge money-getter on the *Hennes Bros.* midway, crashed the newspaper press in an old-fashioned bath tub with a cake of ice. "If the sheep in the barns can have ice, why can't I?" was Sally's quip. *La Rand* was given powerful press support.

Some of the concessionaires, such as the snow ball vendors, were forced to shut out the newspapers. Such and Laube, grandstand concessionaires, trucked in a supply of ice from Kansas City, Mo., for their own use and they also helped other concessionaires. On Sunday (24), the fourth day of the fair, Lloyd Cunningham, fair secretary, succeeded in getting delivery of two railroad cars of ice shipped in from Kansas City and Omaha.

The Des Moines Register-Tribune, made promotional hay for itself with a helicopter stunt. Each day, it delivered an Iowa personality to the fair, picking up the governor from the State House one day and landing him on the race track and on the other days picking up mayors of Iowa towns in their respective communities and also landing them on the race track. After delivering the helicopter, each day was put through various maneuvers in front of the grandstand and over the field, and the demonstration had the folks talking plenty. It was, indeed, a good added attraction for the fair and strong promotion for the Des Moines newspapers.

The blistering heat scorched the infant to such an extent it was necessary to wet it down daily to avoid the possibility of a fire from the fireworks show.

FAIR MANAGER

FREE AFTER NOVEMBER 1

Age 27, 6', married, clean, well known, meets public; 4 years' experience; lives fair and has a hard, mgt. now at L.E.A. Fair—knows game and contract; also Building and construction; also Attractions, Exhibits and Live Stock. History of standings. Over 20 references. Write—Wire Phone.

HOWARD W. ATKIN, Mgr.

Four States Fair, Inc.
Texarkana, Texas Ph. 4069

CARNIVAL WANTED

FOR BIENVILLE PARISH FAIR

Arcadia, Louisiana, October 9, 10 and 11. If interested, contact Dr. L. ESTEY, Asst. County Agent, Arcadia, Louisiana.

WANTED

CARNIVAL, RIDES, CONCESSIONS, FOR LITTLE RIVER COUNTY FAIR

September 17, 18, 19 and 20, at Ashdown, Arkansas. JAMES H. WILSON, Secretary, Little River County Fair Association, Ashdown, Arkansas.

ACTS WANTED

Want Dog Act or Dog and Pony Act and other Acts. If interested, contact Dr. L. ESTEY, Asst. County Agent, Arcadia, Louisiana.

J. C. MICHAELS ATTRACTIONS
Moline, Mo. HANCOCK CITY, MO.

Ohio State Off, But Okay;
Gate Slightly Under Record

(Continued from page 46)
had shape, and the bare surface, in its way, did much to heighten the ride and show patronage. Also blacked-out was the area devoted to farm machinery.

It was, nevertheless, apparent that the fair had long ago outgrown the plant. Gov. Thomas J. Herbert took occasion to tell the Governors' Day at the fair to say that early in September he would name the members of a commission to purchase a site for a new and modern plant for 1950.

The recent Ohio Legislature enacted legislation, effective early in September, calling for such a commission and authorizing the expenditure of \$500,000 for such purchase. However, there is little likelihood of a new plant much before 1950.

Grandstand Jumps

The fair confined its grandstand attractions to horse racing Monday thru Friday (23-29), and a show produced by the Gus Sun Agency, as the feature on each night and also Saturday and Sunday (23-24) matinees. On the week-end performances, the Sun-produced show was supplemented by a demonstration of fire-fighting techniques by the Columbus Fire Department and also by George Birds' Majorettes, a 24-piece glee band.

The grandstand show, billed as "On the Beach, offered Hal Sand's (10) Girls, Elizabeth's Dogs, Riley's Dogs and Harry Haas's Dogs; Laddy La-mount, unsupported ladder and balancing; Leo Gasco, wire; Tom and Betty Waters, wire and perch; Billy Wilkes, jugglers; Judy, elephant; Mark Smith's Liberty horses and riding act; the Flying Valentines, flying act; Emil and Evelyn, tightrope board, and Jimmy Jamieson, high dive. Clowns were Chester and Joe Sherman, Pick and Al Lewis and Elmer Brown. Bob Shaw was in charge of the show, with Gus Sun Sr. also on hand. Boyd Heath was emcee. Music was supplied by Al Clinson and his American Band. Hawk Five-were furnished by the Interstate Fireworks Company.

The grandstand was sold out Tuesday thru Thursday and pulled a substantial crowd for the other performances by the Sun unit. While final figures were unavailable, it is believed the grandstand take will far surpass that of any previous year.

Dime-a-Dance Feature

The Coliseum Saturday night (23) offered the combined talent of radio Station WLW's Midwest Hayride and Circus Arrow shows, and it pulled a fair house. The horse show, which moved in the following night and continued each night thru the remainder of the fair, drew excellent turnouts.

A new feature on the grounds was a dime-a-dance set-up, framed by Posey-Moore Attractions. Spotted in the park-like area immediately inside the main entrance, the attraction drew big crowds. A band still constituted the background, Jimmie Joyce's 10-piece org, with a glee singer, were off.

For the first two days, the set-up lured so many people it was almost impossible for would-be dancers to squeeze the horse show, and business was off. Then, an area was set off around the dance floor, benches installed in this area, and

Decorah Attendance Up

DECORAH, La., Aug. 30.—Attendance at the recent Wisconsin County Fair here topped all previous records. W. P. Ronsan, treasurer, announced. Gate admissions were approximately 15,000, with 7,500 attending the amphitheater.

then it was blocked off with heavy wire. From then on business perked up, and the venture, according to Lou Posey, was tabbed a winner. He also said it had proved an excellent free attraction to the fair, and that it did.

Entries Hit Highs

Record entries were chalked up in many of the departments, the longest being in livestock and poultry. In fact, livestock entries were so high that after the judging of some breeds, owners were permitted to take their cattle home due to the limited facilities on the grounds.

Jim Renick, formerly in charge of athletic publicity for Ohio State University, handled publicity, and was credited with doing an effective job. Four local radio stations, WBNS, WHKC, WCOL and WOSU, were spotted on the grounds. Port Wayne's (Ind.) WOWO broadcasting programs two days and Cincinnati's WLW part of its Saturday night show from the Coliseum.

Oskaloosa Eyes
Shift to Nights;
To Hypo Bill

OSKALOOSA, Ia., Aug. 30.—A shift to emphasis upon night grandstand attractions at the Southern Iowa Fair here in the future is predicted by Dwight Mater, president of the fair board, after the final tabulation disclosed that daytime admissions totaled only 2,642, as compared to 10,385 at night during the recent event. The outside gate this year was 4,760, as compared to 10,962 at night.

The big night play was hyped by midget auto races opening night. Drop-off in daytime attendance from 10,962 to 4,760 was chalked up despite the fact the fair this year upped its expenditure for horse racing by about \$1,000.

Total receipts, both from attendance and other sources, were up substantially over '45, according to Secretary Clyde Hanna, who added the profit will be lower than last year due to the increased cost of operation.

THE
FLYING
ROMAS

AMERICA'S ACE AERIALISTS

featuring

MISS MARY ROMAS

The only girl flyer successfully accomplishing an actual WHIRL CAUGHT DOUBLE SOMERSAULT, BLINDFOLDED or otherwise. TWO PEOPLE BLINDFOLDED UNDER and OVER PASSING LEAP, and many other outstanding features.

Currently Playing—CANADIAN NATIONAL EXPOSITION, TORONTO, CANADA (Thru Sept. 6)
OPEN FOR LATE FAIRS, INDOOR CIRCUS, ETC., CONTACT US DIRECT C. N. E. OR
THE FLYING ROMAS Perm. Add.: Dakota City, Nebraska



NEW-ORIGINAL THE WALDORFS THRILLING

THREE (3) PEOPLE ACT — 2 GIRLS AND 1 MAN

Now showing at Coney Island Amusement Park, Cincinnati, Ohio. Featuring one motorcycle somersaulting over another, as well as handstands and outstanding tricks on the only revolving perch in the world.

Do not confuse this act with the motorcycle act at the 1947 St. Louis Police Circus.

Open for Indoor and Outdoor Bookings.

c/o Billboard, Cincinnati 22, Ohio

THE WALDORFS,

INTRODUCING THE

"AERIAL SENSATIONS"

GRACIE ORTON*

THE ORIGINAL GIRL THAT DOES THAT
BREATH-TAKING HANDSTAND CRISS-
CROSS SWAY ON THOSE DOUBLE POLES

ADDRESS — BILLBOARD
CHICAGO

*Not to be confused with any other act working under name Orton.

STOCK TICKETS

Box Seat \$ 1.00
Five Rows 4.00
Ten Rows 8.00
Fifty Rows 20.00
100 Rows 38.00

ROLLS 2,000 EACH.

Double Columns
Double Prices.

No. C. O. D. Orders.
Star Single Table 72.

"It's the Clackie Pole Who Are Usually Crowned."

TICKETS

FROM FACTORY TO YOU IF
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THE TOLEDO TICKET COMPANY

114-119 Erie St., Toledo 17 (Main City) 2, O.

SPECIAL PRINTED

Order With Order. Prices:

2,000 \$ 7.25

1,000 7.15

500 7.05

250 6.95

100 6.85

50 6.75

25 6.65

10 6.55

5 6.45

2 6.35

Stockton, Calif., Sans Two Holidays, Drops Only 5,000

By a Staff Correspondent
STOCKTON, Calif., Aug. 30.—The 26th annual San Joaquin County Fair pushed its attendance for nine days within 5,000 of the 1946 draw for 10 days. The fair, returning to its regular date schedule, clicked the turnstiles at 141,576 as against 146,513 last year. Running this year from August 16 thru August 24, the event lost two holidays—Labor Day and Admission Day—which it acquired in 1946 by running on the days generally assigned the California State Fair.

Attendance by days was as follows:
Saturday (16).....19,305
Sunday (17).....14,887
Monday (18).....10,088
Tuesday (19).....14,718
Wednesday (20).....12,493
Thursday (21).....16,666
Friday (22).....15,868
Saturday (23).....17,312
Sunday (24).....17,383

San Joaquin set a new record for itself in pari-mutuel betting when \$164,710 was wagered Saturday (23). Although the opening day's attendance was the best for the run, only \$138,780 was bet that day. The figure for the seven days of combined harness and running races was \$317,193. This year surpassed last year's figure of \$288,088, which was the total for the event but included only two days. After the second day's event, the International Brotherhood of Electrical Workers (IBEW) pulled its member mutual clerks in a sympathy move with the American Federation of Musicians, which pulled its leaders because it claimed the 60-piece Mexico City Tipica Band was appear-

ing as a grandstand attraction for which admission was charged.

Peace on Labor Front

Along the labor front this year all was quiet. The bartenders, handling the only bar on the grounds, the grandstand, the musicians and other union members were on the job. A spokesman for the musician's local said everything was amicably settled.

Under the direction of E. G. Vollmann, secretary-manager, the fair was most successful as a county fair. But at the concessions it reported back of last year. The carnival, Foley & Burk, playing the fair for the 23d year, was reported doing more business than on any previous engagement.

Fair was well backed up by the local paper, *The Stockton Record* and *The Sacramento Bee* giving picture spreads and features. Fair publicity was well handled by Al Trivelipe and Bill Grayson. The local radio stations, KWG and KKOB, also gave support.

The fair also included the setting up of an amateur radio station with the local hams accepting and transmitting almost 600 messages to the station. Fair publicity was well handled by Al Trivelipe and Bill Grayson. The local radio stations, KWG and KKOB, also gave support. The fair also included the setting up of an amateur radio station with the local hams accepting and transmitting almost 600 messages to the station. Fair publicity was well handled by Al Trivelipe and Bill Grayson. The local radio stations, KWG and KKOB, also gave support.

Horses Featured

The horse was featured in the entertainment program, with more than 2,700 of the animals participating in the rodeo, horse and all-weather show on closing Sunday. The rodeo, staged by Christensen Bros. of Eugene, Ore., was staged the first four nights and Sunday matinee. Despite local opinion that the rodeo would not draw, this event pulled an average of 4,800 persons per performance at \$1.50 for general admission and \$1.30 for reserves. This was in addition to a 50-cent gate. Rodeo is believed to have set a record as 88 animals were handled in 2 hours and 20 minutes. The dog show, staged the first Sunday, showed 548 dogs and 80 breeds. After the rodeo's run, a horse show was staged with a ribboning time of three hours for a performance. Attendance averaged 3,900 per show. Closing night featured fireworks staged by Golden State Fireworks Company with Patrick Lizda, president, personally supervising. About 80 per cent of the display was sets.

In an attempt to add color to the event, Rex Stuart, in Western garb, paraded around the grounds distributing autographed copies freely. The Palomino Western movie star rode made a flashy appearance and captured the admiration of the people.

Free shows included a Punch and Judy staged by the Three B's and an Old-Time Vaudeville Show, the latter presented in the livestock judging arena.

Commercial Exhibits Up

The Future Farmers of America building, damaged by fire several years ago and used last year sans roofing, was operated this year under shelter.

Commercial exhibits, under the direction of Wayne Courtwright, were ahead of 1946, mainly because of availability. Escalon won first prize as a straight community exhibit, and French Camp, with a waterfall reproduced, took first honors as a featured display. Courtwright said the first move to standardize signs and

At St. Paul

New Ag.-Hort. Bldg. Drawing Raves From Visiting Execs

By a Staff Correspondent—

ST. PAUL, Aug. 30.—The new \$543,000 agriculture-horticulture building at the Minnesota State Fair is drawing raves from visiting out-of-State fair execs. The one-story monolithic concrete structure, finished in white both inside and out, is 230 feet from entrance to entrance, with a 102-foot tower. It is made up of eight halls and eight pie-shaped sections. The tower has a glass octagonal panel, with eight grills for public address system purposes. A background of recorded music is played periodically thruout the day. On the outer side of the building, space fronting on the grounds is provided for food and drink concessions, with the concession sections built back into the building, with overhead sliding doors at the fronts. Roofing, starting the building over and in front of these spaces, affords protection to concession patrons from rain and sun.

Billed as the "Bakery of Tomorrow," the building's bakery action is one of the featured concessions housed by the new agriculture-horticulture building. Products baked on the premises are sold on the spot.

Noteworthy among the exhibits in the building is one on honey. In addition to honey produced in the State, samples of honey produced in other countries also are on display to the arresting qualities of the display and emphasizing the clarity of the honey is the use of flickering electric lights set in the background.

Scoring a big hit is the huge floral flag situated in front of the Legislature Building. The grounds abound with delightful floral creations which reveal rare craftsmanship and which draw constant praise from passersby. Interiors of many of the buildings feature huge centerpieces and these add much to the tone of the annual. All of the plants used were raised in the fair's own greenhouses.

Labor Day, traditionally the biggest of the fair, this year is expected to surpass all previous attendance records. Don Dwight D. (Ike) Eisenhower will spend the entire day at the fair, and in the afternoon he will speak in front of the grandstand. His car also will comprise the track attraction that afternoon.

concession booths along the independent midway had been made. Painted in blue and silver, the high signs were supplied by the fair. Stands had a uniform 15-foot frontage.

Particularly outstanding was the horticulture display. The backdrop, titled *Flora of the Northwest*, much praise and displayed originality of design. The wild animal display had a banner line announcing the appearance of "Rodeo Lion" and "African Daney." The side show featured "Rosie Flower," "Sunny Flower," and "Sensational Dwarf Pansy." The circus train, its wheels turning on a belt, carried out the full animation of the display.

Departmental heads included: Exhibits, agricultural and horticultural, Ralph Burlington; commercial, Courtwright; Joseph Levy, poultry, John W. Santos; horticulture, Mrs. Lester Stanaway; domestic arts and sciences, Mrs. Lester Stewart; horse raising, Joseph Cutler, and dog show, Frank Belmont.

Birm'ham Sets Its Own Annual

(Continued from page 46)
Duffield Fireworks Company, Chicago.

Civic ownership and operation has spurred support from press and radio. Fifty owners and managers of daily newspapers, radio broadcasting stations, prominent store advertising execs, and public relations directors of industries and public institutions met last week with fair officials for a publicity conference, at which all men pledged full support. Publicity breaks, as a result, are expected to far surpass those in the past when the event was under private ownership. Harry Vance, veteran Birmingham newspaper and radio man, again is handling the publicity.

Aids on Publicity

Walling Keith, Alabama newspaper man and publicity relations expert, also is in charge of commercial exhibits. Lending a helping hand on the publicity is Andrew W. Smith, public relations director of the Chamber of Commerce, loaned by that org to the fair. J. A. Beatty, of the C. of C. staff, also is helping on the livestock show. J. D. Smith, who has been publicity relations expert, will serve as director of admissions.

Other members of the fair staff include Bishop Lee Cutler, Jr., Jewel Bates, in charge of ticket takers; Russell F. Seale, parking; S. L. Spurrier, supervisor, and Louis W. Harwood, superintendent of grounds.

The Junior Chamber of Commerce, in an effort to bally opening day, is selling special tickets good that day for the front gate and grandstand. Beatty contest to select Miss Courtesy will be staged by the Jaycees before the regular night show on the opening day.

Build for Opening

Two other publicity stunts are being readied for opening day. One is a wedding to be held in "Honeycomb House" following a State-wide illumination, and the other is the dedication and cake opening, with the mayor and other public officials to participate.

For the first time in history all local radio outlets across the five daily newspapers will have set-ups at the fair in the press and radio center.

The fair's advisory board includes Thad Holt, president State WAFI and WAFM; Harry P. Johnson, managing director of WSGN; George Johnson, owner of WJLD; Mrs. Eloise Hanna, general manager of WRB; Mrs. Evelyn B. Johnson, owner of WTNB; Thomas N. Beach, owner of WTNB; Don Campbell, commercial manager of WRBC; Clarence Hanson, publisher of *The Birmingham Post-Herald*; Harry Bradfield, general manager of the *News-Age-Herald*; James E. Mills, editor of *The Birmingham Post*, and John Peterson, business manager of *The Post*.

Marshfield, Mass., Handle \$402,444

MARSHFIELD, Mass., Aug. 30.—Final figures on the pari-mutuel handle for six days at the recent Marshfield Fair totaled \$402,444, as compared with \$504,000 last year. The drop was not as large as had been expected, fair execs would be having said publicists would be having said with a \$400,000 handle. But for an unusual heat wave, which sent thousands scurrying to nearby beaches, it is believed the total would have been \$400,000.

The midway, directed by C. W. Burr, had the largest crowds in the history. Spending, however, was not up to last year. The fair ran seven days in all.

★ ★
ATTENTION
FAIR SECRETARIES
★ ★
I CAN FURNISH
ANY TYPE OF
OUTDOOR ACTS OR REVUES
ON SHORT NOTICE!
ERNIE YOUNG
155 N. Clark St.
CHICAGO, ILL.

**YOU'LL WIN
PLENTY OF CASH
at
CORN PLAYS**
Mitchell, S. D.
September 22-27

6 big days and nights on the Northwest's greatest midway, with "T.M. Dorsey playing 12 hit shows. Concessions booked independently. Write
W. T. WILT
Mitchell, S. D.

Attention, Southern Fairs
AVAILABLE
HIGH ACTS—PLATFORM ACTS
REVUES—RODEOS
Write—Wire—Phone
COOKE & ROSE
Theatrical Enterprises
246 W. KING ST. LANCASTER, PA.

A Carnival Company to play our Fair, September 29 to October 4, 1947.

T. CARROLL CO. COL. FAIR ASSN.

Write, Wire or Call, W. A. COX, Sec.
 Phone 1-101 Mustangsden, Tenn.

A Carnival Company to play our Fair, September 29 to October 4, 1947.

T. CARROLL CO. COL. FAIR ASSN.

Write, Wire or Call, W. A. COX, Sec.
 Phone 1-101 Mustangsden, Tenn.

Communications to 155 No. Clark St., Chicago 1, Ill.

Hot Weather Proves Tough Hurdle for Ringling-Barnum

CHICAGO, Aug. 30.—Ringling Bros. and Barnum & Bailey moves out of the wheat belt area tonight and heads for the Rocky Mountain region, Denver to be exact, and hopes with that move will come a break in the weather, which recently has plagued the show. Org plays Dodge City, Kan., tonight and then moves to Denver for a three-day stand September 1-3. When the weather is okay the Big One packs 'em in, but lately the weather has been all bad, unbearable heat, mixed with some rain, and business has been almost on a par. Alto met by a heavy downpour, that turned Kansas City's low-lying circus grounds into a sea of mud.

Rain Chases Heat

The rain, with nearly two inches falling in two hours, sloshed up the grounds enough to delay the opening matinee slightly. The weather had its brighter side, however, because the rain broke the month-long Midwestern heat wave and gave the Big One two full night houses, one half-house matinee and another which was three-quarters filled. Plenty of straw was unloaded on the grounds which somewhat smoothed it underfoot for the customers but the back yard was almost a quagmire.

The Big One got plenty of press here, with emphasis on act. Mabel Ringling, 25, daughter of Mrs. James A. Haley, figured in one picture with the cutlines reading that she was the first member of the Big Show's family to participate in the performance and that her salary was \$50 per week.

Springfield Light

With the thermometer hovering around the 100 mark at Springfield, Ill., even the Big One couldn't lure the folks out to sit under the tent. As a result, matinee business was very light, with the night house, only stronger than the afternoon, only fair.

Decatur, Ill., welcomed the Ringling-Barnum show back after a 10-year lapse and business was good. Attendance figures were around the 6,000 mark, with approximately 8,000 on tap at night. Weather was clear but extremely hot.

Oppressive heat kept attendance down at Danville. Matinee drew about a half-house and the night show a little better than a half-filled.

King Org Runs Into Ball Competition In Two S. C. Cities

FLORENCE, S. C., Aug. 30.—Outside of competition from baseball in two of the last four cities played in South Carolina, King Bros. has chalked up good business. Here Wednesday (27) the matinee biz was light but night show was capacity. Monday (25) at Columbia the show drew a strong matinee and a full night crowd.

The baseball competition came in Greenwood and Anderson. At Greenwood it was the semi-finals of the American Legion Junior Baseball Tournament furnishing the opposition. At that the show drew two strong houses which, without a doubt, would have been at least capacity had it not been for the ball game. At Anderson an important Tri-State League game drew plenty of customers, many of whom would have been in the circus crowd. Show had two three-quarter houses.

Bailey Fair Fair

FORT SCOTT, Kan., Aug. 30.—Bailey Bros. did fair business here Thursday (21), getting a strong night house after a fair matinee.

Intense Heat Hits Cole Biz In Oklahoma

Rain Hurts at Denison, Tex.

MCALISTER, Okla., Aug. 30.—Final tabulation of Oklahoma business for the week for Cole Bros. added up to okay, but the show was hit by intense heat and as a result spots played were not as big as expected.

McAlester, with hot weather on hand, gave with a light matinee but a strong night house. Same was true in Lawton. The Cole org followed Clyde Beatty in McAlester by one week.

Rain hurt business in Denison, Tex., and Paris, Tex., was only fair. In both spots, light matinees were the rule with three-quarter houses on hand at night.

Polack Eastern Unit Does Okay in Alliance, Neb.

ALLIANCE, Neb., Aug. 30.—Polack Bros. Western Unit did okay on a three-day stand here, getting full houses at every night show. Matinees each day were strong.

DeWaynes Get Plug

ASTORIA, Ore., Aug. 30.—DeWayne Bros.' Circus, owned by three brothers headed by Ted L., received a complimentary story in the Astoria newspaper following its appearance here recently.

Bell Ringer

VAN BUREN, Me., Aug. 30.—When Bailey Bros.' Circus played here, visitors included Mr. and Mrs. Elmer F. Michaud and daughter, Emily. In a conversation with them, Owner Ben Davenport casually mentioned he had tried in vain to find some old-fashioned sleigh bells for his dancing horses.

Michaud secured a score of towns in New Brunswick and Quebec. In a small hardware store they found three long leaved bells, each studded with 30 brass bells.

Less than 24 hours later they delivered the bells to Davenport for Fort Kent, Me. Davenport was amazed but he believed the Michauds when they told him the proprietor of the store, where they found the bells, told them: "These have been in the store for more than 25 years and this is the first call I've ever had for them."

Weather Hurts Mills at Topeka

TOPEKA, Kan., Aug. 30.—Mills Bros., sponsored here on a two-day stand by the Citizens Service League, was hard hit by the weather Monday and Tuesday (25-26) and as a result attendance was light. Opening afternoon it rained and held the crowd to a half house. The rain stopped in time for the night performance but it was cloudy and threatening and business was about the same as in the afternoon. Because of the rain opening day, the lot was plenty muddy and cats were needed to pull equipment off the lot following the night show the second day.

Things were different at Leavenworth, Kan., however, org getting a fair matinee crowd and an overflow at night. Police estimated the night throng at 2,000. Org was sponsored in Leavenworth by the police department. Cleve Williams, former circus clown, was adopted into the Cherokee Indian Tribe, which rated a big story in the Leavenworth newspaper.

Pa. and W. Va. Spots Prove OK for Dailey

Org Overcomes Weather

MOUNDSVILLE, W. Va., Aug. 30.—Dailey Bros. did okay business in two Pennsylvania spots and one in West Virginia. Here in Moundsville Wednesday (27), show drew a strong matinee, despite overcast skies, and near capacity at night.

Thundershowers in the afternoon hurt the matinee at Washington, Pa., but even so a fair-sized crowd was on hand. The weather cleared in the early evening and a packed house caught the night show.

At Lancaster, Pa., Dailey was the first railroad org to visit this year. After more than 2,500 saw the matinee, the night show drew upward of 5,000.

Mario Ivanov, high wire and trapeze artist, suffered a sprained back and minor bruises in Lancaster when he fell during the night show. Show officials said one of the poles holding the net was loose in the damp turf and not strong enough to withstand the impact of a somersault into the net from the trapeze bar.

Wis. Continues Good for K-M; Medford Is Tops

MEDFORD, Wis., Aug. 30.—This city proved the best of the last six Wisconsin towns played by the Al G. Kelly-Miller Circus but that doesn't mean the other five spots weren't good. They were very good indeed. Medford was the real red one. Favored by clear weather, the K-M show drew a full matinee and an overflow at night.

The first show to play Bloomer in 15 years. Kelly-Miller did show business at night after a fair matinee. Rice Lake gave with a strong matinee and a full one at night.

At Ellsworth, the show ran into the hottest day of the year—104 in the shade—but despite that handicap enjoyed a good day. The matinee was three-quarters and the night house a full one.

Fair weather at Arcadia, at least in the afternoon, gave the show a strong matinee and a full house on hand at night, despite the fact it rained. Galesville gave with a light matinee but a full house at night.

Rain Hits Sparks In Canadian Spots

LETHBRIDGE, Alta., Aug. 30.—Rain on successive days, here and at Medicine Hat, hurt the draw for Sparks. Org would have sold out at both shows here but for the weather. Rain held the matinee crowd to half house, while the night show, in spite of the dampness, drew a three-quarter crowd.

At Medicine Hat, weather was good in the afternoon and a full house was on hand. Rain started falling in late afternoon, however, and held the night crowd to three-quarters.

Danish Performer Killed

COPENHAGEN, Aug. 30.—Goerlich Enoch, member of the Benckh Sisters, double trapeze act, fell from a slight height while performing at Copenhagen amusement park, Tivoli Gardens, Tuesday (12) and was instantly killed.



THESE three former troupers, members of the Sara-Circo Club, new organization for women circus troupers, were snapped keeping in touch with outdoor activities by reading The Billboard. Mrs. Robert Reynolds holds the magazine, while Mrs. Larry Davis, club president, left, and Mrs. Jack House, a new member, look on.

Shreveport Big For Beatty Org

Two-day stand in La. city adds up to excellent big—
Greenville, Tex., is okay

SHREVEPORT, La., Aug. 30.—The weatherman gave excellent co-operation here, holding off his rain until after the matinee performance both days and clearing in plenty of time before the night show—and as a result Clyde Beatty marked Shreveport down as big for the two-day stand.

Opening day, Wednesday (27), org registered two full houses and the next day, after a fair matinee crowd, the night show drew capacity. It rained both days, but cleared after the matinee.

Clear weather aided the show in Greenville and the natives gave both full houses at both performances. At Durant, Okla., a straw was registered at night after a three-quarter house caught the matinee.

Opposition from the local baseball team, not to mention plenty of wait paper, hurt at Paris, Tex., but in spite of this Beatty held a strong tight crowd after a fair matinee. Local ball team had scheduled Appreciation Night and drew 3,500 fans. Sherman, Tex., gave with a full house in the afternoon and a three-quarter one at night. At McAlester, Okla., business was good, matinee drawing three-quarters and night show playing to near capacity.

Mrs. Dick Clemens Dies in Peoria, Ill.

PEORIA, Ill., Aug. 30. — Mrs. Clarence Clemens, 60, wife of Dick Clemens, national well-known animal trainer and showman, died in St. Francis Hospital here Thursday (28) after a short illness. Funeral services will be held in St. Peter's Church, Grand Meadow, Minn., September 1.

Surviving, in addition to her husband, are her mother, Mrs. Nora Clemens, Superior, Wis., and two brothers, Maynard Claypool, Grand Forks, N. D., and Elwin Claypool, Duluth, Minn.

On November 1, 1907, in Sebek, Minn., Grace Claypool was married in January, 1926, in Duluth. The Clemenses moved to Creve Coeur, Ill., in 1936 and organized the wild animal act which bears their name, in 1938. Since that time the act has worked major cities thruout the United States and Canada.

Mrs. Clemens, widely known thruout the outdoor show world, was a member of the Missouri Show Women's Club.

Iowa's Hot Weather Hits Stevens Bros.

SHEFFIELD, Ia., Aug. 30.—Iowa's hot weather, hitting over the 100 mark in some cities, proved too big a hurdle for Stevens Bros. and as a result the show's draw in its last few spots hasn't been too good.

Here in Sheffield the temperature was at 100 mark in the afternoon and while it cooled a bit in the evening, business was bad. Light houses were the rule at both shows. At Parkersburg, Ia., the thermometer registered 106 cutting the matinee to a sparse gathering and only slightly more were on hand at night.

Roger Bros. Big Light

AMERICAN FALLS, Idaho, Aug. 30.—Roger Bros. did only light business here, getting small houses at both afternoon and night shows.

Hunt Puts Atlantic City Back On Circus Map; Does Big Biz

ATLANTIC CITY, Aug. 30.—This resort can again be placed on the circus map after a 12-year ban, due mainly to a swell selling job done by the Hunt Bros., which placed the week on Ventnor Heights lots in the neighboring city of Ventnor under the auspices of the Atlantic City Kiwanis Club.

Not only did the circus play to overflow crowds at every performance without exception, but drew letters of appreciation from influential business and professional people which will have considerable bearing on the future of circus routing locally.

License Fee Jumped

Motion picture house people in Atlantic City have battled for 12 years to keep the circus out and have brought every possible pressure to bear upon city officials to the extent of having the license fee jumped to \$3,000. They make no secret of the fact that they intend to play Atlantic City and even this year when

the Hunt's proposition first was broached for the resort there was so much pressure that it was decided to stage it in Ventnor where the welcome from city officials was more cordial.

Mayor Harry Hodson, of Ventnor, was on hand to drive the first stake in his picture taken with the crowd. He personally told Hunt in mid-week that all he heard concerning the show was praise and he was doing his best possible to supply it with adequate fire and police protection, even to the extent of asking the State police to take over the traffic about the grounds. The Ventnor Fire Department did a good job under Chief Stuart.

Kiwanis Club Helps

Proceeds of the show went to the Kiwanis Child Welfare Fund. The Kiwanis proved good selling agents. There was not a big shot in the surrounding territory who was not loaded with tickets, not by the show, but by the club seller.

Hunt showed The Billboard representative signed letters by some of the resort's leading citizens, doctors, lawyers, etc., attesting to the favorable impression left here.

That resort children were starved for a circus was attested to the fact that Hunt packed them in matinee against the competition of the bathing beach and Atlantic Ocean. This competition has stumped the piers for years and has caused every legit producer to skip afternoon performances. Even picture houses will admit that summer matinees here are poor.

Hunt told The Billboard representative the Kiwanis Club was so pleased with results it had set a contract for his return next year.

Transportation Good

The Atlantic City Transportation Company helped the situation by running a shuttle bus system between the trolley line about a half-mile away and the circus grounds. There was no lack of transportation. A large portion of the audience was drawn from Atlantic City.

As to the show itself. It was put on at appointed times and never allowed to lag. Customers were satisfied. The show was staged in an area with unlimited parking space.

Paul Says Polack Business

In New Westminster Okay

NEW WESTMINSTER, B. C., Aug. 30.—Polack Bros. Western Unit, in a three-day stand here under auspices of Gizeh Shrine Temple, did okay business, according to Ross R. Paul, manager of the unit. Org secured a public epidemic in the lacrosse playoffs, the latter drawing around 5,000 persons.

Polack got two three-quarter houses at two matinees, two full night houses and three-quarter house opening night.

Owner I. J. Polack began the show during its play here, flying up from his home at Van Nuys, Calif. Mickey Blue, promotion, left New Westminster Friday (22) for San Antonio to do promotion for the Polack org.

Col. Williams' Line-Up

ASHEVILLE, N. C., Aug. 30.—The line-up of Colonel Williams' Hippodrome Circus follows: Morris and Morris, Slim Collins, Rubie Dyer and Lew Hershey, clowns; Miss Dorothy, Joger, Ralph, Yelardi, slack wire; Dorothy Herbert, ponies; the Morales troupe, trampoline; the Dacoffs in the cyclodrome; the DeKokis, jugglers; Captain Engineers' lion; Jessie McCarstairs; Jack (Rube) Dyer, unicycles; Conrad's Liberty horses; Virginia Lynne, balance; Musette, toe and heel catch; Rex Mathews, high pole, and Dorothy Herbert's jumpers.

Could Free Attraction
JACKSONVILLE, Ill., Aug. 30.—Ray Gould's Million-Dollar Circus featured the two-day Lion's festival here and despite intense heat, which caused postponement of the opening day's matinee performance, the show drew packed houses at night. Org has played here regularly for 20 years.

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Supton and White, \$35.00.
Supton and White, \$37.50.
Supton and White, \$40.00.
Supton and White, \$42.50.
Supton and White, \$45.00.
Supton and White, \$47.50.
Supton and White, \$50.00.
Supton and White, \$52.50.
Supton and White, \$55.00.
Supton and White, \$57.50.
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Supton and White, \$62.50.
Supton and White, \$65.00.
Supton and White, \$67.50.
Supton and White, \$70.00.
Supton and White, \$72.50.
Supton and White, \$75.00.
Supton and White, \$77.50.
Supton and White, \$80.00.
Supton and White, \$82.50.
Supton and White, \$85.00.
Supton and White, \$87.50.
Supton and White, \$90.00.
Supton and White, \$92.50.
Supton and White, \$95.00.
Supton and White, \$97.50.
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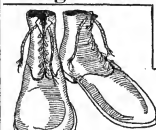
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Ringling-Barnum

Weather was hot during our stay in Kansas. Marie Evans enjoyed my visit, because Kansas is her home State.

Springfield, Ill., was one of our busiest dates of the season. It was there that Joe Sherrick, water boy for the past decade, died. Joe will be missed by everyone who saw him, but especially by the girls in the dressing room for whom he did countless favors.

Visitors: Cliff Chapman, Buck Owens and family, Slim Russell, Alamo Exposition Shows; Mr. and Mrs. Dunn, who visited their son, Harry Ben, Wiley, CPA; R. H. Mueller and members of the Henry Kves Tent, CFA; Mr. and Mrs. Bud Asher and Mrs. George Spofford and Mrs. Olive McCallister, mother and sister, respectively, of Veldt Bakken. Jimmy Ringling spent his vacation on the show. Mr. and Mrs. Jack Cilman and Paul Fisher closed the season in Springfield.

Around the lot: Paul Wenzel forgot his padded wig. After day in the stake-driving gag and received a sound thumping from Chilens, who was wielding the sledge hammer. . . . Scotty Horseshoe, new ice man, who keeps the sleeping cars well supplied with ice. . . . Johnny Tripp and Bob Kellogg garner plenty of gags with their Malroy Duo laundry and the same time machine to keep cool during the hot weather by sleeping outside with the wet laundry. . . . Mystery of the week was this: appearance of Salto's new rabbit's tail. His old rabbit has gone into retirement. . . . Johnny Carson is looking fit as a fiddle since returning from a Chicago hospital. . . . Members of the ushers and ticket departments want to thank Robbie Thompson and Savannah businessman, for the Y.M.C.A. cards which he sent us. DICK MILLER.

Bailey Bros.

The scenic portions of Pennsylvania also are mountaintops. It took two big engines to pull the coaches over the Tyrone hump and nearly to the horseshoe curves. We had nothing but late arrivals for a week.

Our hard working electrician, Dave Martlet and his wife, told us of their son, Billie-Joe, who went to his grandmother's in Chester, Ill., for the start of school. He was accompanied by Betty Keller, who returned to Chicago following a vacation on the show.

In Bethlehem, Pa., Si and Nellie Kitchie were house guests of the Floyd Connoyers, who formerly were with the Derrick Bros. vaude act. Our train passed by "Perdy," home of Doc and Millie Oyer. Doc was a successful side show operator for twenty years. Perdy was a guest star in concert one night.

Visitors: Mr. and Mrs. Harold Clusky, Edmond Holt, George Kincaid, John Adams, Bill Hunt, the Warners, Mr. Hunt, Pop and Mom Mason, William Ketrow, Ada Wallace and little Willie. (See DAILEY BROS. on page 33)

Roger Bros.

The flint that has been following the show seems to have disappeared. At all rates, we've had no trouble since leaving Montana. The Millers, who were with the show last season, returned. Les Brien and Fred Roberts joined with an unusual concert, consisting of several trained seals. Also joining was Dee Aldrich with a side show.

The show is moving on schedule, thanks to Heavy Rolkling. Marking birthdays recently were Virginia Smith and Mrs. B. J. Mackenzy. Lebert is the new band leader.

J. W. Keown, general agent, was in Denver recently on business. So far this season, Keown has been on the job in 12 states. He has the same crew up front as at J. L. Lane, publicity—SUNNY MOORE.

DRESSING ROOM GOSSIP

James M. Cole

As Baussy Dutton says, "It's been a good dam week." In other words, it's been one dam after another, glistening with the big Chickamauga dam at Chattanooga. Our tour of the TVA included the big dam at Muscle Shoals and Cherokee dams. I suppose it is proper to say it was dam hot. We did have a couple of breaks in the hot sun, but they were in the shade, washed out in Morristown, Tenn., and Pulaski, Va.

Doc Pop, who came over from Greenville, Tenn., where the Crescent Amusement Company was playing, visited us at Morristown. He was accompanied by his wife and daughter, Tama Frank celebrated her birthday at Bristol, Tenn., and was made the day he purchased a rehus monkey to break for his dog and pony act.

Happy and Loder Lader are the first on the lot every day since they got their new trailer. They want to be sure they have room for the new home which measures 6 by 3 feet. It's awfully cute.

The blue district found us stranded 10 days from movies on a Sunday, so Kirk Adams and Ivy Romig made up parties to go to the "open house" of Radford, Va., for entertainment.

John Finnerty, CPA from Bristol, Va., visited and stayed with the show. Three days he took candid camera shots when the sun was shining. (See JAMES M. COLE on page 33)

Bailey Bros.

When the show arrived in West Plains, Mo., Bailey Bros. went on hand to help us and assist in transporting the band to the radio station. Ruben son, Robert, also on hand. Many of our friends stopped at the Pioneer Room in the Arcade Hotel, which is owned by Robert.

Ernie Stutzman, who had Jimmy DeCobb, clown, left the show. Juan Cardenas, of the Cardenal Duo, out of the program several days with a dislocated leg. Jim de la Torre and Susie (Wink) Swank and Delores Saudawick celebrated birthdays. Each received many gifts and there was ice cream and cake.

Recent visitors: Monty Knight, Miss Escalante and Walter Powell, of the C. R. Montgomery Circus. GEORGE L. MYERS.

Stevens Bros.

We enjoyed our first Sunday in several weeks in Truer, Ia. Most of the folks took advantage of it by getting plenty of sleep.

The new public address system arrived and set up on Dolly Jacob's paid truck. The show is back on the streets. The Sam Russells are dishing out three meals a day and doing a good job. Homer Phillips, our former mail carrier, delivered the mail and dares anyone to take it. Lee Briggs has been fishing.

John and Grace returned to Hugo, Okla., after spending several days visiting her parents. Shela Fee Grady went back to school Monday (1). Mr. Avila is Stevens has a new camera. Ray Hedley repaired the doors on the animal cages. Bob Grubbs is doing a good job as a show animal.

After leaving Reinbeck, Ia., Coy Lee discovered he had lost the bull chain and had to drive back for it. Juan De Avila is Stevens has a new camera. Ray Hedley repaired the doors on the animal cages. Bob Grubbs is doing a good job as a show animal.

The boys of the side show recently had quite a get-together. Willie Mitchell and George Zurline, producing clown, has his boys doing several new numbers. John Matosky's concessions are doing plenty of business.—JOHN GRADY.

Clyde Beatty

Sunday off in Tyler, Tex., was welcomed, and a group ventured over to the State Park for croquet, swimming, diving, motorboat racing, and a picnic.

Jack Blacklock and Bob Reynolds traversed half the park's area in search of the festive grounds. Joe and Marge Redding were the camera men. Albin Beatty performed on the diving board. Milonga Cline attended the table as husband, John, sat by and watched. Others in the crowd were Mado and Manuel Vardelo, Jo Ann and Elden Day, Rose LaMont and Phil Escalante. Clyde and Harriet Beatty were seen fishing along the shores, but to no avail as reported later.

Car 62 is now possibly the most air-conditioned coach on the road because everyone has purchased his own individual electric fan for his berth. Actually when the fans are turned on it sounds like a 329 overhead and the car leaps as the jet propelled. Solid comfort, too during the terrible heat.

Grayce Genders writes that the Sara-Circo Club was suggested as a title by Vivian Webster, also on the show.

Grayce Genders is now providing her assistants in the serving of refreshments.

Let's see the monkey and two deer (See CLYDE BEATTY on page 33)

Sparks

We crossed the Continental Divide August 24 en route between Calgary, Alta., and Revelstoke, B. C. The car was loaded with pictures of the snow-capped Rockies. The writer, thanks to J. E. Heywood, Canadian Press, and conductor, had the best view of the scene.

Visitors in Letbridge included Roy Bibbe, the Lakes and the Brownies, and the P. R. F. I. In those places are appearing these days under cowboy sombreros. Maybe the low price of these hats is the reason.

Let's see the monkey and two deer missing; also in the where are our wandering boys tonight department are Murray and Harry Brown, Tommy Copper, Bud Hunter, Tom Short, Henry (You pay him, Dave) Kyes and his band are now featured at the start of the program. D. John, the self-styled Paul White-man of the little tops, is back on duty after an illness. Arnold Maley has a new set of Canadian threads. Master Harry Rittley has new cowboy boots; ditto Tom Kennedy 11. New sign in the pie car: No orders taken while the Duchess is served.—DAVE MURPHY.

Polack Bros. Western

New Westminster, B. C., proved a quick little town. In a day of it most of us shopped in Vancouver. In the evening the local movie did a big business.

John and Grace were happy to meet Capt. Tom Richards. He is an ex-showman and renewed acquaintances with Dwight Moore and Cheerful Gardner. He will visit Nevada with his mother, is traveling with us. Louise Moore celebrated her fifth birthday recently. A visitor in Vancouver was the well-known Redd Foxx, The Billboard representative.

Highlight of our Canadian jaunt was the trip north to the mining trip took more than two hours. Joe Siegrist had difficulty with all the stairways on the boat, falling once.

Mr. Rex Ronstrom and Mrs. Jan Mitchell spent a day in Victoria. While in Canada, Jack Klein acquired an English accent and that, together with his Brooklyn and Southern accents, makes it almost impossible to understand him.—IRENE LAFERTY.

Cole Bros.

Walter Forbes and Lawson flew over from the Beatty show to pay us a visit and it almost ended in tragedy. Their plane crashed on the field but luckily both escaped with minor injuries. The plane was wrecked and was left for the junk man.

Brid, Okla., birthplace of Hubert Canine, gave us a good day's business. In fact, it has been good all thru Oklahoma. New addition to clown line is the new bride from the Beatty org. Jimmy Ray, wrestler with our s'w and official photographer, is getting up an album of pictures of the Beatty org. It should be something when it is printed.

Birthdays were celebrated recently by Noyelles Burkhardt, Marian Parrello and Vickie Cristiani. The leading gang gave Noyelles a surprise, and Marian had a big day on her birthday. As a climax, Americanus, Tony, Leo and Vickie Cristiani, who had requested and received a dollar from their parents, went down to the show to present a banner on Marian's face when they presented her with the gift. Roy, who is three miles from the show, was there that day. There was a party for all the small fry, but I think the grown-ups got a bigger kick out of it than the kids.

Bogohin is now undisputed king of the free rollers.

Visitors: The Ward brothers, Joe and Bill; Dale Manning, Jim Jefferts, Jack Morris, Ed Birchall, Doc Stuart, Mrs. Thomas, mother of Harry, and Col. Zack Miller.—FREDIE FREEMAN.

World Wide Animal Exhibit

Owner William F. Duggan has replaced Bill Fredwell on the advance line. Jim Duggan is managing the org. The 18th and 19th shows are now completed, were the best of the season. Torrington, last city played in Wyoming, was a real success story. It was a three-day stand. Alliance and Kearney, Neb., were the best two spots in the west and corn belt.

Mary Stutzman, Trenton, N. J., visited her parents, Jim and Mary Stutzman. She was accompanied by her husband, Fred, a sister to Jimmy Stutz, bareback rider with the Nellie Dutton troupe on the show. J. Cole Circus. Mary worked for her father one season on Hunt Bros.

Mr. Duggan visited P. N. Branson on the Cole Bros. Show at North Platte, Neb. Recent visitors included M. Levin, of the Denver Novelty Company; R. A. Norman, former owner of the Denver Show. On McCoy, Frank Lee and Ken Clark the latter two of the Cole show.—JIM STUTZ.

Gran Circo Americano

Reason for the absence of this outfit lately is that the writer was in the States. The show is now all set to debut in Quito, Ecuador, September 5. Arranging for a circus to leave one country and enter another is a delicate proposition, calling for plenty of advance work.

We are now playing in Popayana, Colombia, to good business. We give our night show in this city. On our trip here from Palmira, Colombia, to Nio, our producing clown, lost his main wardrobe trunk. In Palmira we are seen in a delirious state. En route there, one of the trucks was in a pile up. (See GRAN CIRCO on page 33)

Bond Bros.

Owner-Manager Edward Schuster plans to carry a menagerie next season. Org. which opened May 3 this year in the suburbs of Camden, N. J., is now on the Eastern shore of Delaware, Maryland and New York and is now back in New Jersey. The show's business is okay.—C. L. WARE.

Cirque Bouglione On Tour of France

PARIS, Aug. 30.—Cirque Bouglione, big tent circus of the Bouglione family, is touring France this summer with a good bill featuring several animal numbers and five acts presented by members of the Camerilla Meyer troupe.

Animal acts include 10 Polar bears, two elephants and a group of Liberty horses, handled by W. and S. Bouglione, the tigers of Benes, and Ernesto Caroli's bucking mules. Medley of acts presented by the Camerilla Meyer troupe are Mlle. Schuretta, wire-walker; three Barrisons, acrobats; nine Enrico Carolis, bare-back riders; Camerilla Meyer troupe, high wire; three Francescos, clowns, and the mules of Ernesto Caroli.

Other acts on the bill are Six Mexicans, acrobats; Negados, hards; two-hand: Arizonas, Wild West; Johnsons, acrobats; three De Riaz, aerial novelty, and the T.I.-Chung-Zai, Chinese acrobats.

The Bougliones control the Cirque d'Hiver, big Paris indoor arena, where they stage their circus after close of the season under canvas.

Flicka, Smoky, Thunderhead Inked by Morton for Boston

BOSTON, Aug. 30.—Bbb Morton, in town to arrange for the final details of the Seventh Annual Shrine Circus in Boston Garden October 13-18, announced the headline attraction this year will be Flicka, Smoky and Thunderhead, Hollywood's equine stars.

Other acts will include the O'Neills, aerial ballet; the Berensins troupe, high wire; the Sevens Brannocks, leaderboard; the Hartzells and the Four Zaccinins, flying acts; the Adamson Duo, the Rozelle Sisters, per-hi; Shirley La Valle, Jean Dawn, contortionists; Florence Lan Lowe, Chinese family; Janet and Paul, aerial; the Loyal Repensys, riders; the Comedy Bryants; Les Kinnis, and Miss Victory, cannon.

Circus Fans' Association

Mr. and Mrs. C. W. Chapman entertained a number of CFA members at a chicken dinner in their home in Coldwater, Mich. Guests included Glenn and Anna Townsend, Mr. and Mrs. J. C. Munning, Battle Creek, Mich., and R. Deuser and John Walker, of Coldwater.

Mr. and Mrs. John G. Kreis caught King Bros. at Watertown, Meriden and Middletown, Conn., where they visited their friends Mr. and Mrs. Walter Guice. They also caught the circus in Chicago and again in Milwaukee, visiting with Paul and (See Circus Fans on page 93)

Circus Historical Society

Dick Hemphill Jr., Hagerstown, Md., has seen Dailey Bros. three times, James M. Cole twice and Kay Burns, Gangler Bros., Martinsburg and Dailey Bros. each once so far this year. Fred and Bette Leonard visited Cole Bros. at McPherson, Kan., and he visits with Fred Meyer and Bill Woodcock, CHS, Bill and Arny Scott are practicing a new war dance to be added to the elephant number. Mrs. J. C. Munning, of Berens, O., visited the Wallenda Circus at Fremont, O. Charlie Duble joined Sparks in Smith Falls, Ont., as front door man on the 4th show.

Edna McLeod, New Bedford, Mass., a new CHS member, announces her management to William F. Machado. (See Historical Society on page 93)

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UNDER THE MARQUEE

Some pushers would rather be mad than satisfied.

Dan Pyne, former contracting agent for Mills Bros. Circus is now general agent for C. R. Montgomery.

Mrs. Ralph Noble is making her home in the Keystone Hotel, Joplin, Mo.

Charles Egoff, known as Pittsburgh Yellow, is seriously ill in the Illinois Research Hospital, Chicago.

Being big and round-smart doesn't mean you can out-smart a privilege cow.

Cristiani Family is featured in a story in the September issue of Cornet magazine.

Charles (Kid) Koster, at present doing a few spots for the Edgar Bergen vaude unit on the West Coast, will go ahead of the musical, *Song of Norway*, opening about September 24.

William and Lewis Brown, formerly with Ringling-Barnum, visited Dailey Bros. at Clearfield, Pa., and enjoyed visits with Clyde Sellers, Mario Ivanoff and Frank Kaner.

You can always get the lowdown on a show from an opposition agent.

Tige Hale and His Gold Medal Circus Band will play the grandstand show at the Kentucky State Fair, Louisville, September 7-13. Band will be augmented for the fair date.

H. J. Wills, instructor in Jefferson High School, La Fayette, Ind., reports catching the Big One in Danville and visiting with Fred and Floyd Sherbundy and Lou Bader, all of the band.

Mrs. Bess Long and daughter, Violet; Sophie Meck and Judy visited

Hildreth Chooses Press for Calling Probe a "Circus"

WASHINGTON, Aug. 30.—Protesting the continued press reference to the Brewster-Hughes investigation as a "circus," Melvin D. Hildreth, past president of the Circus Fans' Association, issued the following statement to *The Washington Evening Star*:

"It is hard to believe that the editorial, *Circus Leaves Town* appeared in the same paper, which, on June 15, 1946, paid a beautiful tribute to the circus as an institution.

"Says *The Star*, in its editorial on the Hughes investigation, 'the result of it is to discredit the investigation in the public mind, and give the witnesses an opportunity to turn the inquiry into a farce. That is what happened in this instance, and that is why there will be few regrets as the circus leaves town.'

"Just why this investigation should be compared to the circus is, to many, most difficult to understand.

"As *The Star* stated last year:

"'Another fact to remember is that the circus is a league of nations—a league which really is effective. Men and women of all races and lands belong to it, live within its boundaries, contribute to its practical success. Co-operation and mutualism are imperative in their work. Nobody pushes anybody around or fences anybody in. It is simply impossible to have arguments with a fellow and then go up on a high wire with him. The discipline of the business is the governing element in the picture.'

"But, could the Hughes investigation qualify as a circus according to (See Hildreth Chooses on page 93)

Mrs. Helen La Nole in Southbury, Conn., and Anne Graves, KYW, Philadelphia, announce.

"In the Good Old Summer Time" it isn't practice that the trouper to worry about the coming winter.

After working the spring season with Mills and Bailey circuses, Carl Salmer has a grab joint on the Gold Medal Shows.

Snell Bros. report good business for playing the fair at Billings and Lewistown, Mont. They will play the fair at Detroit and the cattle show at Waterloo, Ia.

Owner Ben Davenport, of Dailey Bros., has sent Louis Reed back to Illinois to pick up 12 more elephants, 7 camels and other animals for his menagerie.

All a native has to do to get a short answer from a candy stand agent is to ask him for a drink of water.

Tommy and Etta Henderson and daughters left Reno, Nev., August 18 for the fair at Texas to put Houdini in school. They spent eight weeks on a trip to the Pacific Coast.

Harry R. Mueller caught the Jay Gould Circus in Jacksonville, Ill., and reports visits with Sonny Burdette, who was with Zallee Bros. last year, and Nina O'Neil.

Charles (Jonesy) Jones, Cleveland stagehand and boss property man for indoor circus dates, advises that he will be boss property man for Bob Morton at the Shrine Circus in Cleveland week of October 5.

Isn't it funny that side show customers expect midgate to remember selling them pictures last year?

The circus families of Howard and Gracie Bruce and Elsie and Lew Chisholm had a reunion during the Stoughton, Wis., Festival, visiting at the home of Dean and Dorothy Thomas, circus fans.

Jack Smith, formerly with Cole Bros. advertising car and now employed by the General Outdoor Advertising Company, Dayton, O., has been named lot superintendent for the Montgomery County Fair in Dayton.

Now showing down Yonder where clowns are guaranteed belly-laughs from the colored seat sections.

Frank R. Murphy, former superintendent of reserves and tickets on the James M. Cole Circus, is a patient in Roger Williams Hospital, Providence, but expects to be discharged sometime in September, his wife reports.

Carey C. Emrie, Cincinnati, former trouper, now on a vacation trip in Pennsylvania, caught Dailey Bros. Circus at Stroudsburg, Pa., reporting a big time and a good performance.

Good old Dixie, where the colored gentry creeps, "Which cow whup—a lion or a toper?"

J. C. (Tommy) Thomas, Ringling-Barnum railroad contractor, left Chicago August 18 for Dallas to be closer to the scene of the show's operations. It was Tommy's first visit to Dallas since he left there 13 years ago.

Van and Belle (Van Shrum), bootleggers act, combined with Smiling Jack Woodford, who was the leader of the Pistol Packin' Mama Band, and his partner, Snookie Buck Snyder. In addition to bootlegging throwing, the act now includes hooch (See Under the Marquee on page 93)

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Batt Reports Pontchartrain Ending Strong

Season Gross Under '46

NEW ORLEANS, Aug. 30.—The first post-war season, marked by a general absence of servicemen, at Pontchartrain Beach here will wind up only 8 to 10 per cent below last season, according to Owner Harry Batt.

"The season is ending strong, the way I liked to end it," declared Batt. Night crowds recently have been like week-end crowds, he said.

He attributes this to the three-ring circus attraction which will remain until the park closes September 7. Acts are Cheela, Tarzan Chimp and Hiale Don Dorey, flying trapeze, and Philmore the Great, juggling act.

A series of promotions also has helped. Sunday (31) will be another Cajun day, featuring guests from Southwest Louisiana French towns; September 3, will be Courtesy Night (two-for-one); September 5, will be Kick Day; Saturday will feature a bubble gum contest with bicycles and other prizes for King and Queen Bub; and the final Sunday will be Finale Day.

Highlight of the season was the announcement of plans to increase the beach area by approximately eight times in a \$500,000 program. Two rides, the Centipede and Flying Bats were added this year. The two large navy searchlights, visible for 20 miles or more, were new this year.

Batt said inopportune rains during the summer were partially responsible for the slight decline from last season. Rains broke frequently from 6 to 7:30 p.m., drowning out prospects for the even-g. Removal of the merchandise wheels also cut business, the manager said. The wheels were replaced with dart and balloon skill games.

Food and drink purchases were off noticeably, as were receipts on rides. Batt reported. However play in the Penny Arcade was excellent in comparison to 1946, he said.

Clyde Beatty Says He May Reopen Zoo In Fort Lauderdale

FORT LAUDERDALE, Fla., Aug. 30.—The former Clyde Beatty Jungle Zoo, at the entrance to the city on Northeast 10th street near Federal Highway, may be reopened and a beautifying project started.

That was planned by a Fort Lauderdale Daily News reporter in a telephone conversation in Paris, Tex., with Clyde Beatty, owner of the circus bearing his name, when a rumor was started that a mortgage was to be foreclosed on the grounds. Beatty, in his telephone conversation with The Daily News, branded the rumors as false and said, "I may return at any time and beautify the grounds far better than they ever were." He added, however, that the property is for sale, but said if he could not get his price he would develop the site himself.

During the time when the zoo was in operation, thousands of persons from all parts of the country visited. Complaints of neighbors to the noises created by the animals, especially the animals, however, led to so many restrictions that Beatty closed the place.

Sitting 'Round the Table

(Editor's Note: The question, "Do you favor a pay gate or a free gate?" continues. A new question, will be popping soon, as if you haven't "rounded off" about the pay-free gate, better get your views in now. Just mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed here. Here are some more views on the subject.)

Big Success

The following is an experience I have many years ago in an amusement park which had a gate admission. The park went into receivership right after July 4. I took control of it for the remainder of the season. Upon taking over, I kept charging ticket but allowed the patrons to use their gate admission ticket for anything of equal value in the park or, if they did not desire to use up their gate admission ticket, they could go to the office and get their money refunded. Nobody ever wanted his money back.

My idea for this scheme was to control anyone who entered the park and exclude anyone of undesirable nature, such as an intoxicated person, and at the same time the admission ticket would stimulate any device that the ticket was used for by getting the patrons going on rides and spending money. This scheme proved a big success. I believe the scheme would work well with any park that has an admission gate. The idea is to get people started spending. It would depend on the conditions and what free attractions were offered. Each locality has its own problems to solve. What may be good for one situation may not be good for another. That has been my experience for the last year. R. CARROLO, Oakland Beach, R. I.

Billings Gives Reasons

I have been in favor of a pay gate for many years because: (1) Revenue. It provides funds for buying the attractions and providing free facilities which in turn

make the pay gate possible and should leave a profit.

(2) Because it prevents out-desirable (I use the word strictly in a character sense) and increases per capita spending potential.

(3) It provides the opportunity to "play" with the admission price by reducing it for outings and other special occasions to stimulate volume. It can be eliminated altogether for charitable events. No reduction can be made with a free gate. It cannot be given away.

(4) It is extremely important to back up a gate with expensive and sensational attractions. Our policy is to buy the best available regardless of cost. In other words, the gate must be fully justified. A policy of cheap platform and like attractions is likely to fail.

(5) As to applying a charge for admission to a park that has had a long-term free policy, that's something I don't again and I've run out of ink.—R. D. BILLINGS, Belmont Park, Montreal.

Sollenberger Expects Big Turnout of Pa. Parks

HERSHEY, Pa., Aug. 30.—President John E. Sollenberger anticipates a heavy attendance at the annual meeting of the Pennsylvania Amusement Parks Association at Hershey Park, Pa., September 1.

Registration in the morning at the Hershey Country Club will be followed by a luncheon there at 1 p.m. An elaborate dinner and fireworks display will be held in the afternoon. Evening festivities will center in the park.

Strolling Thru the Park:

Carroll Installs Radar System Of Cooking at Riverside, Agawam

Ed Carroll, who cracks the headlines with high frequency, again made news when he installed the radar system of cooking in his Parkview Restaurant, Riverside Park, Agawam, Mass.

Carroll made a deal with the Raytheon engineers who have perfected the new system of cooking by radio coils and the product recently was unveiled in the Riverside restaurant. Microwaves are used in the fascinating mechanism which resembles a refrigerator in appearance. Steaks can be cooked in less than a minute, lobsters in less than two, and so on. Only 12 seconds are required for hot dogs.

Carroll will experiment with the single unit and if it proves to be a business builder has made arrangements to add further units to his park system.

Jack Watson, who spent two seasons with the Happendown Show, is operating the machine gun shooting gallery at Lakewood Park near Bonner Springs, Kan. Bill Catlett, of the Kansas City, Mo., has the rides at Lakewood.

Butch Rabinowitz, who formerly managed the Wonderland Amusement Park in Kansas City, Mo., which attracted national publicity in Life magazine, now is managing Sam Bornstein's

miniature train at Swope Park, Kansas City. Bornstein, owner of the Bornstein Concession Company, Kansas City, plans to leave for the West Coast next week to check over his firm's miniature train operation at Griffiths Park, Los Angeles. Train was installed there last April.

Acts booked in various parks in Pennsylvania and New York during the week of August 26 by the Cooke and Rose Theatrical Enterprises, Lancaster, Pa., were Leyton's Dogs, Conneaut Lake Park, Conneaut Lake, Pa.; Mildred Fallin, high act; Eldridge Park, Elmira, N. Y.; Capt. Speedy Phoenix, high diver, Williams Grove, Mechanicsville, Pa.; Eddy Arnold and Rod Brasfield, radio coral, State College, Pa.; WWA Jamboree, Sunset Park, West Grove, Pa.; Harry Proud and family, acrobats, Bland Park, Tyrone, Pa.; Tumbledown Lady, Rollingwood Park, Sunbury, Pa.; and the Glick Stars, Mount Gretna Park, Mount Gretna, Pa.

Harry A. Ackley was a guest at A. M. Brown's house when fire hit Buckley Lake Park shortly after midnight August 13 and commented on the publicity in a radio broadcast made the ruins an excellent "free act" now that the season is about over.

July 4 Records Are Equaled by N. Y. Resorts

NEW YORK, Aug. 30.—Rockaway, Coney Island and all other outdoor spots in the New York area drew attendances last week-end that in most cases equaled the high figures set on this year's Fourth of July week-end.

Coney Island drum-beaters refused to estimate the attendance for the week-end but Saturday night's (23) crowd here was one of the biggest of the season and Sunday (24) probably topped it—with unofficial estimate being set at 1,100,000.

Rockaway Beach hit a high Sunday (24), with the crowd estimated at 1,350,000—one of the best days of this season. Jones Beach and Orchard Beach also found attendances in the upper brackets Sunday (24), with 97,000 visitors at outlying Jones Beach, and 90,000 at New York City's Orchard Beach.

Late afternoon thunderstorm Tuesday (26) killed off all outdoor business that night, and Wednesday (27), with chill breezes and ominous clouds, also was a near-blank.

Return of fair weather Thursday (28) and Friday (29) brought a new spurt of business and the forecast of fair weather for remainder of week should hypno week-end business.

Legion Day at Coney Island went all out yesterday (29) with Legion Day in honor of visitors to the American Legion convention. Entire amusement area was decked out with flags and legion banners and legionnaires were given a preview of the illuminations along Surf Avenue, set for the resort's Mardi Gras finale week of September 29 and 30. A display of fireworks climaxed the day.

Rockaway's Playland, at Rockaway Beach, and Palisades Amusement Park, in New Jersey, also made a bid for legion trade, with free and cut-rate tickets for rides and attractions. Rockaway's Playland displayed fireworks in a fireworks display for Friday night (29) but this, under Pepsi-Cola sponsorship, will be held Wednesday (30).

Cool Weather Brings 18,000 To Riverview

CHICAGO, Aug. 30.—Chicago's intense heat of the last couple of weeks finally let up this week and business was up noticeably at Riverview Amusement Park. In fact, the first cool night, Tuesday (26), saw 18,000 persons on the midway, which was the best ticket night the spot has had this year.

Officials said it was the change in weather, without a doubt, that brought the crush of customers Tuesday, but they admitted that the Mardi Gras, now running every night, had something to do with it. The Mardi Gras is back this year after a wartime absence.

The two-week heat wave raised havoc with attendance figures at the park and it is doubtful now, unless the weatherman co-operates during the remaining week-end, whether the park will be able to even last year's figures. Up to the time the heat wave struck, figures this year were running very close to last year's.

Final night of the Mardi Gras, September 7, will see the finalists in the band contests competing for grand prize. With a weather break, spot figures to pack 'em that night.

Rollercade Hits 4th Anniversary

SANTA ANA, Calif., Aug. 30.—Extensive plans for the celebration of Rollercade rink's fourth annual birthday party to be held September 2 were completed this week, with a huge birthday cake, games, door prizes, favors and races making up a large part of the festivities. B. W. Kunzel said that all connected with the rink's activities expected the event to surpass the huge successes enjoyed at past anniversary celebrations.

Rink also has formed plans for its annual Halloween Party, which has helped considerably in the past in keeping children off the streets on that night. Having recently become a member of the RSLORA, rink has added June Kunzel as the pro. Miss Kunzel recently attended the rink school in San Francisco and is a Bronze and Silver medalist.

Rink is contemplating holding several classes in September, one of which will be devoted to beginners, with roller skating fundamentals making up the agenda. Another class will be given over to advanced skaters where Bronze and Silver dances as well as figure dancing will be taught. Another class will be devoted entirely to children up to 12 years old.

Rollercade's organist, Joanne Lee, recently returned from a vacation trip to Big Bear, Calif.

Spartanburg Judge Refuses Writ to Shutter Rollery

SPARTANBURG, S. C., Aug. 30.—A request for a temporary injunction to close a skating rink on Asheville Highway, operated by S. B. Sherman and Mrs. B. B. Stetson, was brought by members of the B. W. Hammett family here, was denied Thursday (21) in an order issued by Resident Circuit Judge T. S. Crenshaw. Action was originally heard in July but the final decision was not reached until last week.

In reviewing the case, Judge pointed out that the Hammetts complained of noise allegedly coming from the rink at night, with the plaintiffs contending that the noise was distracting.

In denying the request for the injunction, Judge Sense said: "The skating rink operators denied that the rink created undue noise and asserted that it was the only place of entertainment for the younger children of the community. At the time of the July hearing, the plaintiffs presented only their own affidavit in support of their position, while the defendants presented 35 or 40 affidavits, some from persons living nearer the skating rink than the Hammetts."

"Several of the affidavits said the skating rink 'was an excellent thing for the community and did much to aid the children and to assist the parents in combat juvenile delinquency.'"

Salem Palace Draws Well; Party Nights, Skating Club Click

SALEM, Ind., Aug. 30.—East Side Roller Palace, under joint ownership of Mr. and Mrs. Paul Parow and Mr. and Mrs. Charles L. Brown, has been registering round business returns since its inaugural here July 21. Rink is set up in a new concrete and brick building, 130 by 60 feet and possesses a maple floor. Music is provided by organist Norma Kay. Rink is promoting private parties on Tuesday and Thursday nights, with Wednesday night being given over to feature attractions. Other nightly features include prize awards for the best dancing couple and best lady skater.

A skating club has been organized and current prospects indicate that it will reveal an expanded membership soon.

Ding's Pla-Mor Ready

SLEEPY EYE, Minn., Aug. 30.—Ding's Pla-Mor Roller Rink has completed plans for its formal winter opening at Memorial Hall, Cornsby, Minn., with a celebration set for October 2. H. G. Dingfelder said here this week. Dingfelder is currently in his third year with the rink.

He said that the floor is in shape for opening and equipment has been put into top condition.

PORTABLE ROLLER RINK FOR SALE

45x90 Tent, Floor and Underbracing, 125 Chicago and Western States Angler, Automatic Record Changer and four other features. It is in operation at Angel Park, San Prairie, Wis. Must be sold at once because of other business interest.

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#120—	I Wish I Didn't Love You So... When You Were Sweet Sixteen...	92	Fox Trot
#121—	I Won't Be Home Any More... I Can't Get Up the Nerve To When You Call...	92	Fox Trot
#122—	Sipping Cider by the Zeyder Zee...	92	Two Step
#123—	Missouri Waltz...	92	Waltz
#124—	You Are Everything to Me... You Are Always in My Heart...	92	Tango
Side A	Non-ASCAP	Side B	
#125—	The Whistler's Mother-in-Law... Another Night Like This...	92	Fox Trot
#126—	There Must Be a Way... A Stranger in Town...	92	Waltz
#127—	Dawn...	92	Tango
#128—	Green Eyes...	100	March
#129—	Stein Song (Univ. of Maine)... On Wisconsin...	100	March

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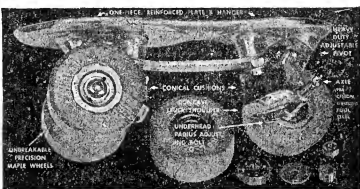
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LEADS RECORD

Des Moines Up Despite Heat

Sally Rand piles in mobs to set pace—concessions will turn in nifty profit

By a Staff Correspondent

DES MOINES, Aug. 30.—Hemlock Bros.' Shows, which set a new net record of \$136,000 here last year, appeared headed for another topper gross of between \$150,000 and \$160,000 as auditors pressed their work after the Iowa State Fair's officials close Friday night (26).

Saturday (23) the org set an all-time high here with a net take of \$31,180.80, despite almost unbearable heat. During the afternoon rides suffered as the customers bounced when they touched the scorched leather seats, and the pipe railings were so hot they could not touch them with their hands.

Sally Cools 'Em Off

The heat, however, didn't keep 'em out of Sally Rand's top, as she appeared 'em over for a net of \$9,032, which means that almost 12,000 folks laid a dollar each on the line to feel the breezes from Sally's fans.

During the first seven days of the operation, thru Tuesday (20), Sally's net take was \$32,526. On the two prevue days she got only \$723 but with the official opening Friday (22) her take jumped to \$3,637. Then came Saturday with \$9,032. Sunday, \$8,700; Monday, \$4,486, and Tuesday, \$5,680.

There is no doubt this is the biggest net take any show ever has had on any carnival midway.

Concessions Cash In

Because of the unusual ground contour here, the front end of the midway was split into four sections, giving the impression it had been designed by a Funhouse creator, and there was sufficient strength to insure operators a nifty gross to add to the money gathered by the shows and rides.

Elmo was barred by city law but three merchandise wheels were in operation along with almost every known type of hanky-panky.

Hayfork, Calif., Proves Big One For Golden West

MCCARTHER, Calif., Aug. 30.—Golden West Shows wind up their third fair of the season here September 11, after playing big annuals at Quincy, Calif., August 15-17, and Hayfork, Calif., August 22-24. Trinity County annual in Hayfork proved a red one. Concessions were packed at all times. Several concessions were so crowded it was necessary to have an agent out front to keep the customers in line. Shows and rides hit the jackpot, with the Big Show and annual setting the pace in the two divisions.

Harry Polish Fisher, owner of the Golden West Shows, reports that Hayfork was one of the biggest of his career. He said Quincy was big, too, with all shows, rides and concessions (See Hayfork a Red One on page 69)

Daughter of Bingo Operators Identifies Murder Fugitive

SULLIVAN, Ill., Aug. 30.—Linda May Miller, four-year-old daughter of Mr. and Mrs. H. A. Miller, bingo operators with the Blue Ribbon Shows, has a great memory and because she has a great memory and likes to look at pictures, John Francis Tomany, 35, is in custody of the Federal Bureau of Investigation in Springfield.

Linda May was thumbing thru the September issue of Confidential Detective magazine Friday (22), just looking at the pictures. All at once she called her father and said: "Here's a picture of John." John, who had come to work for the concession just the day before under the name of Heason, was outside the trailer home in which Linda May sat. He bent over, came pushing in, seized the magazine and tore out the picture.

Displaying a .38 pistol, he told Miller: "I'll shoot you, your wife and this kid if you tell police about this."

The picture caption identified the man as John Francis Tomany, 35, a carnival worker, charged with a heart-lung flight to avoid prosecution for murder in Beaumont, Tex. The charge resulted from the beating of Eugene Weaver, another carnival man, to death with a club in October, 1946.

Miller waited until he had a chance to talk to Fritzie Brown, of the carnival, which was playing a Home-Coming Celebration here. Brown went to the Moultrie County sheriff's office.

Sheriff Glen Braden, Chief of Police Carl Weakley and Patrolmen Ed-

ward Reedy and George Harchous trailed Tomany to a tavern early Saturday (23). The man drew the pistol, but was overpowered before he could use it. Police said he admitted he was Tomany and orally confessed killing Weaver.

Oh, yes, about Linda May. She probably will get the \$100 reward offered by the magazine for anyone recognizing the fugitive, before his arrest.

Orleans, Ind. Winds Up Okay For Blue Grass

ORLEANS, Ind., Aug. 30.—Rain the first two days of the stand here hurt the Blue Grass State Shows, which opened Monday (23) and close tonight, but once the weather behaved business picked up and unless all signs are wrong this will go into the books as an okay stand.

Trip here from Brownstown, Ind., was made in good time and the org started setting up around the square late Sunday night (24). Show moves from here to Princeton, Ind., for a two-day miners' union celebration Sunday (31) and Labor Day and then to Hartford, Ky., for the fair. After Hartford org jumps into Tennessee for several fairs and then into (See Blue Grass Gets It on page 69)

Gooding Organ Near '46 Peak At Columbus

Final Count May Be Record

By a Staff Correspondent

COLUMBUS, O., Aug. 30.—Increased earning power, the result of adding five rides and one or two shows, enabled the E. E. Gooding Attractions to equal, if not surpass the 1946 peak midway gross at the Ohio State Fair, which closed here Friday (28).

With crowds off only slightly from last year, the added strength offered by the show's line-up was what it in the money-take. Also helping was the vastly increased illumination cast by the show's upped wattage and the use of more light towers, including for the most of the run, two which featured colored fluorescent tubing which added much to the appearance. Aiding, too, was the fact this year the area was black-topped.

There was plenty of power in the line-up of rides. And there was plenty to catch and hold the eye. Scanning the brightly lit midway, Gooding, beamed with unconcealed pride. He allowed as how it looked good.

Hurricane Pleases

He tried out his new Hurricane ride, and, even tho a defective part caused it to break down three days after it was put into operation, he pressed himself as more than pleased. (See Gooding Big at Ohio on page 69)

Cetin & Wilson Dazzles 'Em

Build Heavily For West Debut

27 rides, 16 shows in line-up for prevue—horses hot to Indiana board at dinner

By a Staff Correspondent

INDIANAPOLIS, Aug. 30.—Cetin & Wilson Shows erected 27 riding devices, pitched tents for 16 shows on the Indiana State Fair grounds here this week, turned on all the lights Thursday night (28) for a prevue and won the plaudits of the board members and their wives, and then sat back to await the customers on the official opening Friday (29) and to pray they would keep coming thru next Friday.

Izzy Cetin and Jack Wilson, the popular horse show promoters, members and their wives at a dinner party in the Paradise Revue top, members of the local press and radio also being present. Then the folks turned the midway, and comment by the board members indicated they were entirely satisfied with the appearance and potential earning power of the organization.

It is the first venture into the Midwestern field for Cetin & Wil-

Fair Congrats

CHICAGO, Aug. 30.—T. G. Chatten, chairman of the Lurue County Fair, Hodgenville, Ky., wired The Billboard:

"The Fair Association of the Lurue County Fair wants to extend congratulations to Capital City Shows and especially commend Mickey Apple for opening her Motorhome here after her recent serious accident, riding with her right arm in a cast, and packing them in. We, the fair association, and her many friends in surrounding territory, want to wish her the best of luck in handling a motorcycle with a fractured wrist."

son, and it was obvious they spared no expense to have everything shipshape. The show was freshly painted from stem to stern, and the neon department was still working late Thursday to complete the flashiest midway these gentlemen ever have assembled.

Outstanding in the flash department were the four Ferris Wheels which blocked off the back end. The stars on the wheels are fluorescent, and the entire front of the wheels is faced off with a fluorescent and neon (See Cetin & Wilson on page 69)

Wagner Gets Sedalia Mark

Six days enough to flatten top gross—Paducah opens with encouraging business

By a Staff Correspondent

PADUCAH, Ky., Aug. 30.—All Wagner's Cavalcade of Amusements are marked here at the Tirmous showgrounds ready for the Labor Day week-end business, encouraged by what has taken place since the opening Wednesday (27), and happy indeed over the final result of the engagement at the Missouri State Fair, Sedalia.

Two big days of the Missouri event had passed before the Cavalcade opened, but thru the next six days a big big game the show here to knock the all-time records for the spot galley-west, and then some.

Wagner's count showed the record was knocked off in the first three days of action, and it continued big thru Friday and Saturday. The closing day, Sunday, business fell off, evidently all of the folks in the (Wagner's Sedalia Mark, page 69)

WHEELS

OF ALL KINDS

Tickets—Paddles—Laydowns

Complete BINGO Outfits
FAIR AND CARNIVAL
SUPPLIES AND EQUIPMENT

DEVIL'S ALLEY
CANDY RACE TRACK
JUMBO DICE
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COUNTRY STORE WHEELS, 42"
ALUMINUM MILK BOTTLES
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ALL ALUMINUM

12 QT. POPPER

Equipped with Lifting Mirror
Precision Vent. One
Trusted Over. **\$16.00**

8 Qt. Popper,
All Aluminum
Gearless. **\$10.00**

NEW ATOM POPPERS

FOR IMMEDIATE DELIVERY.

PORTABLE GASOLINE UNITS.
USED EQUIPMENT OF ALL KINDS.
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228 W. 42nd St., New York, N. Y.

Open all year round

Went Frenks and Novelty Acts.

State salary and all particulars in first letter.

TURTLES

CHAMELEONS

BOXES — FOOD — PINS AND CHAINS

Write for Prices.

TROPICAL TURTLE CO.

MOUNA, LOUISIANA

Available After Sept. 15

THREE KID RIDES

Consisting of Mango's Roto-Wheel, Kiddie
Fortis Wheel and Kiddie Chairlaine. Prefer
Carnival going South. Have own transpor-
tation. Write or wire

JOHN DePALMA

1006 N. Third St., Jannette, Pa.

CARNIVAL WANTED

FOR SEABASTIAN COUNTY FAIR

GREENWOOD, ARK., SEPT. 11, 12 and 13

Contact: A. L. GARR, Greenwood, Ark., Phone 52

FOR SALE—BRAND NEW

ELECTRO FREE FROZEN CUSTARD MACHINES

Immediate delivery guaranteed. Write or wire for

Samuel D. Lipman

Flat Park, P. O. Box 898, Jacksonville Beach, Fla.

Phone: 9202

PRODUCING AMERICA'S BEST

Carnival and Circus Shows

BANNERS

SNAP WYATT STUDIOS

1008 Franklin St., TAMPA, FLA.

Phone: M-3582

Albert Wright, legal adjuster, keeps his station wagon spic and span.

Paul L. Kerwin, secretary of Rogers Greater Shows, reports that when the org played Greene County Fair at Worthington, Ind., August 11-16, the midway was flooded August 15. "The weather bureau reported that 5.6 inches of rain fell in less than three hours," Kerwin said.

Concessionaire wants to know where he can locate one of those fairs that claim to be "non-profit corporations"

Sam R. Childers, concessionaire, postcards from Bad Axe, Mich., with the contention that the words "free fair" should never be used in advertising a fair. "It confuses the patrons," Childers insists. "It should read 'No admission charge,' then the people might not leave their pockets at home," he says.

A birthday party was given by Joe Ross for his wife, Agnes, at the Grandview Inn, Carlisle, Pa., August 20. Present were Mr. and Mrs. Joe Prell, Dorothy Miller, Patty Finlinter, Mr. and Mrs. Paul Prell, Mrs. Pat Burke, Abe Gross, James Saccoccia Sr., and Mr. and Mrs. Tony Barraso.

Then there is the concessionaire that calls all adjusters "crazy quacks" because they're patches.

Virginia Barnes, concessionaire on the Hyalite Shows, visited her parents in Grinnell, Ia. She also visited Mr. (See MIDWAY CONFAB on page 64)

GIRLS WANTED

CAN PLACE

Two more Girls for Dancing Girl Show. If you will stay older and work you can earn \$65 to \$70 a week here. We furnish costumes. Those who write before, please write again, as I get letters. Address:

JERRY THORNE

c/o Rogers Greater Shows
Marion, Ill., this week; Lexington, Tenn., next week.

WANT

Hide Help for Wheel, Tilt, Flip-Plane, Roll-Plane and Octopus. Electrical that can win 10 Buses, 10 Shows and 40 Concessions. Address

William T. Collins Shows

Marshall, Minn., Sept. 2-5; Bird Island, 8-10; or per found in The Billboard.

FOR SALE

MINIATURE STREAMLINE TRAIN

Additional unit for existing train. Ticket Box, Kiosk, Lights, and all accessories. Great crowd puller. \$1,000. Can be seen in operation at Hart, Mich., Fair, this week. Write for details. Address:

J. L. DOUGLAS

Hart, Mich., Fair, this week.

Royal Amusement Shows

WANT

Rides and Gm Show, Wild Life Show, Featibility Show and Grand Shows of all kinds. Buses. Concessions of all kinds, come on for long list of jobs. Portland, Or., Sept. 1-5; then per route in Billboard.

BLACKIE GILMAN

FAIR

Bufford, Indiana, Sept. 8th to 15th, Ind.

Can use Pilestones, Demonstrator, Jewelry and Wen Workers. This fair to be held by and with.

Convention Manager—HOMER M. GINTHER

Organizer Hotel BEDFORD, IND.

TWO ELECTRO-FREEZE
CUSTARD MACHINES, MODEL #25

FOR SALE

With front freezing compartments. Practically brand new. Water-cooled job.

Victory Lunch

c/o Muriel M. Lida, 1000 W. N. Y. C.

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popsit plus!

The LIQUID Popcorn

Seasoning with that Better FLAVOR

Fresh POP CORN

STILL the most economical because . . .

- . . . It is always liquid and requires no melting.
- . . . there is no waste. Every drop pours with ease from the handy gallon can.
- . . . It gives you bigger profits by popping more bags of corn per batch.
- . . . Its delicious flavor brings repeat customers.
- . . . there are 70 years of "know how" behind the refining of this modern seasoning.

Warehouses in principal cities—coast to coast

C. F. Simonin & Sons, Inc.

Philadelphia 34, Pa.

4350 N. BELGRADE ST.

PHILADELPHIA 34, PA.

SEASONING SPECIALISTS TO THE NATION

WANTED

For Several State Fairs, Including Kansas State Fair, Hutchinson, Sept. 13 to 19, and Texas State Fair, Dallas, Oct. 4 to 19.

Midgets, men and women; also small Dwarfs. Have space for a few first-class Shows with A-1 equipment. Caldwell, wrote you to Cedar Rapids, no reply; wire me at once. Also want to hear from Heron and Sharp Walton; wire me. Can use Fat Show. All reply until Sept. 7, Hotel Royal Oak, Toronto, Can.; then until Sept. 13, Hutchinson, Kan., care Fair Grounds.

RAY MARSH BRYDON

WANT

Ferris Wheel Foreman. Want Girl Show with or without outfit, also Grind Show. Wire

ROGERS GREATER SHOWS

MARION, ILLINOIS

W. S. CURL SHOWS

WANT FOR LAWRENCEBURG, IND., FIREMEN'S ANNUAL FALL FESTIVAL

On Streets, Sept. 15-20; then Blanchester, Ohio, Annual Fall Festival, on Streets, Sept. 22-27, and

Legitimate Concessions of all kinds. Buses, Motor Aerobics, Photo Gallery, Candy Booth, Soft Drinks,

Ice Cream, Hot Coffee, Ball Games, etc. Write Wm. W. Rogers and Crawford Lane, Want

Shows that put on Streets. No Girl Shows. Want able help that can drive Road Vans, Trucks,

Second Run for Horse Wrecks, Second Run for Cattlewrecks. All reply

W. S. CURL SHOWS, Millersburg, Ohio, this week; Marysville, Ohio, next week.

WHEELS AND RAS?

Figures Say 'Tis Possible

Opening day's take \$24,568 after taxes—film glorifying show bows Thursday

ST. PAUL, Aug. 30.—A midway gross of \$250,000 (after taxes) appeared well within the realm of possibility for the Royal American Shows here at the Minnesota State Fair this morning as the 10-day Minnesota State Fair entered its traditionally big Labor Day week-end wind-up.

Thursday (28), it was estimated the Royal American net fair for the first six days was over 150G. Basis for this was the fact show's gross for opening day, Saturday (29), was \$24,568, a day when the fair's attendance hit 61,511.

Each day thru Thursday (28), the fair's attendance exceeded the opening day's total by an average of between 15 and 20 per cent, and it was felt the midway take was up to about the same proportion, so that thru Thursday, an estimate of 150G to that point would appear conservative.

24G Opening Day

The opening day's take of \$24,568 represented an increase of \$8,742 over the corresponding day in 1941, at which time Royal American pulled up a total of \$128,000 for the full run of the fair.

The \$128,000 constituted the largest gross registered up to that time by any carnival at any fair in this country. Last year, however, the Royal American held its own record at the Florida State Fair, Tampa, to have Hennes Bros. come along and eclipse it the same year at the Illinois State Fair with a net of \$14,000.

Top-money getting among the shows here this year has been the side show, operated by the Lorow brothers. Typical of its business was the \$4,500 net registered opening day, and then it came in with two grosses of over \$8,000 each.

Royal American execs are plenty happy about the business being done and also about the forthcoming report (See Bonanza for RAS on page 74)

Film on Sedlmayr In Topeka Review

(Continued from page 3)

and its owner, Carl J. Sedlmayr, is being shown for this one special performance only on the eve of the opening of the 1947 Topeka Fair. Invited guests include the governor, the mayor, Sen. Arthur Capper and other civic notables, as well as the entire personnel of the Royal American Shows.

King of the Carnival, like A Day at the Fair, which was filmed by Warner's at the Iowa State Fair, is being shown in the season as soon as the exhibitor company can supply the prints. The Iowa fair picture also was previewed recently in Des Moines.

On their general release, the pictures will be shown in more than 13,000 theaters throughout the country.

A third big outdoor event, the Calgary Exhibition and Stampede, also was filmed by Warner's this year for release next season.

Frank Elliott Family Returns To Road With Traditional Org

ST. JOHN, N. B., Aug. 30.—Back in circled this season, the Frank Elliott Shows really have the family complex—plus. Established about 20 years ago as the Bluenose Shows, with its base at Amherst, N. S., by Frank J. Elliott, it met with disaster in the war years when soldiers from Camp Debert, N. S., wrecked the equipment, while it was showing at Truro.

Elliott, known in the amusement field as "the short man," had his wife, five sons and two daughters with him at the carnival. His wife was secretary-treasurer. The oldest son,

Frank E., was assistant manager. After two years of absence, the Frank Elliott Shows returned this season, having opened at Summerside, P. E. I., May 24, with Frank E. in charge and assisted by his mother, four brothers and one sister. Frank J. Elliott died in the winter of 1946.

The permanent address of the org is the Big Top Restaurant, in Amherst, which was founded by the late F. J. It was continued by the oldest son until the spring of 1947, when a fire caused severe damage. Two months later this business was resumed but was leased to another.

The Elliott outfit now consists of a Whip, Chairplane and Ferris Wheel, a dozen concessions and a cookhouse. The 1947 tour is limited to Nova Scotia, Prince Edward Island and New Brunswick. The outlook, according to Manager Elliott, is that the finale will be at the Port Edgar (N. B.) Fair. Week stands have been made at communities within 75 miles of Amherst. For Labor Day, and the past week, Sackville, N. B., about eight miles west of Amherst, was played under Canadian Legion auspices.

NSA Memorial Raises \$7,500

NEW YORK, Aug. 30.—Total of \$7,500, to be used in construction of a memorial on the National Showmen's Association burial plot in Fernside Cemetery, has been collected, James E. Strates, chairman of the monument committee, announces.

The goal of approximately \$11,000 is expected to be reached by mid-September. A complete list of contributors will be submitted to the contractor by the end of the month. Inscribed on the monument, Walter K. Sibley, executive secretary, will devote most of his time during the next few weeks soliciting additional contributions of \$100, the amount in which all offerings must be made.

The Rev. Dr. Allen E. Claxton, Broadway Temple Methodist Church, will have charge of the dedication ceremonies, scheduled Sunday, November 23. Architect Stuart Conable last week supervised the pouring of 90 tons of concrete to form a base. Clemens F. Schmitz is chairman, in charge of construction.

Contributors are Harry Agre, Bucky Allen, Vincent Anderson, Leo Bistany, Morris Batsky, Frank Bergen, George Bermen, Thomas Brady, Oscar Buck, Richard J. Corman, Tom Carver, Frank Carville, John J. Carrin, John F. Carney, James M. Cole, Ralph Decker, Eddie Davis, David E. Eddy, Ralph Eddy, John Gecoms, A. Joseph, George J. Gilbert, Richard E. Gilsdorf, Floyd E. Gooding, Jerry Gottlieb, Jack Greenspoon, Max Gruber, George A. Hamid, Mrs. Bess Hamid, Morris Hanson, Harry Heller, Philip Isser.

H. W. Jones, Harry J. Kahn, Mrs. W. H. Klaus, NAS Ladies' Auxiliary, Art Lewis, Louis Light, Morris Lipisky, Joseph McKee, Ross Manning, Frank C. Miller, Paul Miller, William Moore, William E. Muldoon, Jack Perry, Victor Ben Vliet Sr., Carl Ramsdell, King Reid, Louis A. Rice, Irving Rosenblatt, Jack Reenthal, Charles Rubenstein, Max Seichter, Clemens F. Schmitz, Albert F. Schork, Walter K. Sibley, D. L. Simmons, Samuel Spitz, James E. Strates, Isadore Treibish, Pat Valdo, Jerry Vignone, Ben Vliet, Jr., Wendler, John W. Wilson, William Cowan, Justin Van Vliet Sr., E. Gursky and Rocco Trupiano.

Trenton Biz Off

TRENTON, N. J., Aug. 30.—Dumont Shows ended a week's engagement here Saturday (23) to poor business for the entire date.

Montana Spots Big for Meeker

MISSOULA, Mont., Aug. 30.—Meeker's Shows are doing good business in Montana, Ralph Meeker, owner, reporting business at Bozeman, good with Butte, tips and Missoula, and St. Ignace, good.

Shirley Line, following Meeker, Ralph Meeker, owner-manager; Mrs. Ralph Meeker, secretary-treasurer; Stella and Ed Meeker, the Billboards; the French, general agent; Ed Arthur, special agent; Edwin Bartley, 2nd superintendent; John Wallace, electrician; and Louis Joseph, chief mechanic.

Midwest: Merry-Co-Round, Glenn Corey, foreman, and Frank Covey and W. H. Whitby; Coleman, Dale Thompson, foreman, and J. C. Harvey and W. H. Duncanson; Buchanan, Don Olenon, foreman, and B. H. Tuer; Peter White, Eddie Henry, foreman, and Joe Stanculac; Jess, Harry Green; Beckel, Don Kent and Jim Clifford.

Shows: Athletic show, Alvin Oulio and George Bell (chief horse wolf); Al Miller's horse show, and many more; Frank Forest; Jangleland; Bartley, owner, and Floyd Northing and Don Rager; Leo and Claude-headed ladies; and many more; Edwin Jackson and Deacon Jones.

Concessions: Dumbbells and Howard Bishop, bingo, derby race, Sam Adams and Arden, roll-down board; Charles Randolph, games, games and games; and Martin Johnston, ham and bacon, blackie, wheel, and many more; Leonard and Helen; K. O. Price, hoop-in, and giant; Jack Shaffer, rat, bumper, pan, and many more; Mr. Arden, strong, hoop-in; Bartley, hickster; shooting; and many more; and many more; Helen and Al Miller, rat, show; Gene Rosen, crane, novelty; Don Kent, guess-jour-

Bill Camp and Red Bell have the free act, Hollywood Sky Kings, with a horse show, front gate and show; Frank Brady at the show; Hagne has the cookhouse, with Ernie Shanier and Bob Goss assistants.

Princeton Fair Gives Young's R.C. Org Big Wk.

PRINCETON, Ind., Aug. 30.—Gibson County Fair, which opened here Monday (25) and closes tonight, proved a red one for E. L. Young's Royal Crown Shows, forcing even Owens Young to wear a big sign. Annual opened for a prime Sunday and that day's attendance, combined with the record opening day turnout, accounted for 28,000 persons. By Tuesday night (26), as early as 5 p.m., Fair Secretary Clifford Steele was predicting the week's attendance would reach an all-time high.

Rides did near capacity business all week. Shows enjoyed excellent business and the Circus Side Show, managed by Mr. and Mrs. Fred Bancroft, garnered top money for the shows with The Vanities next.

The Royal Crown org, all repainted and the Motordrome completely rebuilt for this annual, had 12 rides, 12 shows and 36 concessions here. Along concession row one saw nothing but smiles as the boys and gals were kept busy each day.

Owens Young looks forward to a big fair season. Royal Crown got away to a great start with the Germantown (Ky.) Fair which topped last year's gross.

"I. H. (Tee) Smith is a grandfather. His daughter, who resides in Jacksonville, Fla., recently gave birth to a son, Harry (Irish) Gaughan added two concessions for the fair, giving the showmen in the Dolly Young was kept busy entertaining the many visitors, including Fitzie Brown, of the Blue Ribbon Show, and Mrs. W. Stein and many fair officials from Indiana and Kentucky.

Royal Crown moves from here to Bowling Green, Ky., for the Shrine and follows with the Huntsville (Ala.) Fair.

Ivan the Great Files Tort Action Against Coleman Bros. Owne

PITTSFIELD, Mass., Aug. 30.—John Ivan, known professionally as Ivan the Great and the human cannon ball, has filed in Superior Court, thru attorney Albert S. Silverstein, a \$500 tort action against Richard Coleman, of Middletown, Conn., doing business as Coleman Bros. Shows.

Ivan says he has been greatly annoyed and suffered loss of reputation thru alleged "fake advertising" on the part of the defendant. The plaintiff's complaint in District Court, dated June 1 and quit July 18. On July 26, Ivan says, the defendant caused to be placed in Berkshire state windows advertising that he (Ivan) was to perform at the Lanesboro carnival, which was not true, he says. The plaintiff also says Coleman owes him \$60 for two weeks' services.

In his off answer, filed thru attorney Edwin F. McLaughlin, the defendant says Ivan has been paid \$1,000 for the April 26 and had made a contract with Ivan for a "single man cannon act." He claims, however, that the plaintiff's advertisement was a refusal to perform the act as advertised and he has been damaged to the extent of \$2,900.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

CONCESSIONAIRES: If You Want 3 weeks of the best spots in Indiana, read the following:
Madison, Indiana, sponsored by Madison Park & Playground Committee, backed by the City of Madison the week of September 8-13. Greensburg, Indiana, around Court House Square, sponsored by the American Legion the week of September 15 to 20.
Seymour, Indiana, on the main street, sponsored by the Seymour Chamber of Commerce. Contact W. C. Brinkman, Seymour, Ind. Free Acts, Parades, Contests. These spots are red ones. Then I have 7 weeks of small spots on the streets of Ohio, Kentucky and Tennessee. On Madison, Greensburg and Seymour no C. Come on, I will place you, space limited. Only legitimate concessions, no flats or gripies. This show has 10 office owned rides. All replies this week to

W. G. STOKES, Concession Mgr.
No. 2 Unit, Greentown, Indiana

FREE GATE FREE GATE

C. I. O. FALL FESTIVAL MONROE, MICH., SEPT. 7-13

Want Penny Arcade, Photos, French Fries, Long and Short Range Gallery, Ball Games and Merchandise Concessions of all kinds. Ride Help for Merry-Go-Round, Tilt, Wheels, Caterpillar and other rides. Semi drivers preferred.

WORLD OF PLEASURE SHOWS

Wauson, Ohio, September 1-5;
Auburn, Ind., Street Fair follows Monroe.

BILL HAMES SHOWS

WANT RIDES THAT DO NOT CONFLICT WANT

SHOWS THAT DO NOT CONFLICT

FOR THE CREAM OF TEXAS FAIRS — 9 ALL TOLD

Startling Gatesville, Texas; then Paris, Abilene, Amarillo, Lubbock, Marshall and others in East Texas. Houston, Fort Worth, Tulsa Fair Stock Shows next winter and spring. All address

Bill Hames, Mgr.

Gainesville, Texas, this week; then per route above.



FEATURING FAMOUS CANNON ACT

Now showing Mustangs, Art, Live Stock Show and County Fair week East, E. Haverhill, Ark., Logan County, Ark. and Free Fair week East, E. Haverhill, Ark., Little River County Fair, Wagon, County Apple, Bingo and all kinds of Stock Concessions. Wanted—Arcade, Shows with own transportation, especially that show. Free State fair not suitable. Special Concession to radio; arena and seats and ready to move.

HUGO ZACCHINI

P.S.: Philippine Bureau needs Agents for 1948 State and F.C., also Grand States. Outlets and Will the Wizard, ocean on. Upon all visits.

MAKE THIS YOUR WINTER ADDRESS SALES—REPAIRING—SUPPLIES—PARKING

NATIONAL—SPARTAN—M-SYSTEM—DREXLER
RAY MYERS



"A Complete One Stop Trailer Service"

P. O. BOX 9047

11650 NEBRASKA AVENUE

TAMPA, FLA.

E. K. FERNANDEZ WANTS FOR HONOLULU GIRL MOTODROME RIDERS. and PERFORMING DOGS

Contact E. K. FERNANDEZ

c/o THE BILLBOARD, 6000 SUNSET BLVD., HOLLYWOOD 28, CALIF.

FROM THE LOTS

Hill's Greater

STERLING, Colo., Aug. 30.—Show made a circus move from Golden, Colo., where the organization played the 44 Fair, to Sterling, Colo., celebration, which was another red one, to Sterling for the Logan County Fair. Show was up and ready Monday for the kids and biz was good throughout the fair.

Rides in operation on the midway are the Pretzel, Flying Scooter, Coaster, Merry-Go-Round, Whirl-a-Way, Dipsey Doodle, Silver Streak, miniature train, kiddie cars and airplanes.

The leading shows are McDonnell's Hawaiian Show, George Hershey's Side Show, Mickey's Athletic Show and the Wild Life Show.

Among concessionaires reporting good biz are Art Martin, popcorn and candy apples; Mrs. Pete Wilson, snow cones; Nick Evans, candy floss; Liz Chisholm, balloons; Katie Reeves, guess-your-age; Jack Spencer, novelties; Pearl Byers, penny pitch; Neal Jones, ball games; Mrs. Carl Byers, ball games; Bobby Jacob, bingo; White Libille, fish pond; Bonnie Holfield, sets; Mrs. B. C. Reed, short-range gallery; Heavy Guyton, glass and pan game; Dick Havens, shooting gallery.

The show personnel deeply regrets the illness of little Deby Havens, who with her mother and sister left last week for San Antonio, Tex., where she will enter a hospital. Dick Havens had the misfortune of his car burning up, a complete loss, while en route to Canada to make a circus. Mrs. Larry Woods returned home to San Antonio to await the arrival of the stock.

Imperial Exposition

VANCOUVER, B. C., Aug. 30.—In Bellingham, Wash., we had plenty of time to get things up for the Canadian exposition. Bellingham was all but nil. This org was the fourth show to play the spot. In addition we backed the Lynden Fair, 15 miles away, in a circus. The weather, especially at night, was on the cold side.

In Bellingham Miller Adams celebrated the purchase of a new tent and entertained with a Cappy festival. While the event was under way, Maggie, the chimpanzee, escaped. Mrs. Dave Main saw the chimp leave Adams' old tent and shortly after the tent burst into flames. The Monkey Show top and Tex White's skills tent was damaged and all other tents near by were saved. The fire department was called and put out the grass fire. Some believe Maggie set the fire because she was a cigarette smoking chimp. But how she obtained a match or lit the cigarette is a mystery.

Mrs. Wayne Best has taken over the basketball game. The writer was visited over the week-end by her parents, her sister and two nephews. Joyde Godding joined with his midget twins and Kawaba, two grind shows.

Org purchased a searchlight, mounted on a four-wheel trailer, giving us a total of three searchlights.
—MONA VAUGHN

Callett Greater

LEAVENWORTH, Kan., Aug. 30.—We pulled in here after a hazardous trip, which saw the semi hauling the tilt demolished and the tilt damaged to the extent it was off the midway for a week.

Owner G. W. Callett is back on the shows, having to leave his park at Bonner Springs, Kan., and come on because of the serious illness of General Manager Clyde V. Shubert.

Pat and Ginger Patterson added novelties to their line of concessions and the Wolf brothers joined with bingo. We day and dated Mills Bros. Circus here August 28.—F. L. PATTERSON.

Bright Lights

TYRONE, Pa., Aug. 30.—Show opened to fair business Monday (18) which increased thru closing, Saturday (23) with all units getting a share. Committee handling the Firemen's Celebration and public officials were extremely co-operative.

Show lost its first full night here Wednesday (20) because of a continuing drizzle. The second full night, Saturday (23), was a success for the season, according to the tales of their showmen.

Visits were exchanged with personnel of the Paramount Exposition Shows playing near-by. Holidays—General Manager John G. Coma and his assistant, Lew Heck, were praised for the appearance of the show by Lieutenant Price, of the State Police Sheriff Summers, Paul V. Reed, chief deputy sheriff; James Hutchinson, Tyrone police chief; and Mayor Robert Hagaman. Heck's brother, George, came from Buffalo to visit. Another visitor was John Canolo.

Secretary Frank Hyde's son will enter medical college this fall. F. C. Norton, show electrician and an avid circus fan, was disappointed when he was unable to visit Delley Bros., which exhibited in this vicinity. Bobbie Heck, son of the assistant manager, has a new Lincoln coupé. Mrs. Mickey Vagall was hospitalized at Lewisitown, Pa. The Ketchum family and Rose and Bill Roberts have new Buicks. Letter plan a West Coast trip when the show closes.—MRS. K. N. KETCHUM.

SIDEWALL

NEW WATERPROOF FLAMEPROOF

Following listed sizes, complete with drainage. Made of strong fibred duck or twill.
8'x100'...\$144.50 8'x100'...\$144.50
8'x100'...\$144.50 8'x100'...\$144.50
8'x100'...\$144.50 8'x100'...\$144.50
Made in any length. See show rates per running foot.
• Satisfaction Guaranteed. Prompt Delivery.
"If It's Made of Canvas, We Make It!"
25% deposit—balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 28, Mich.

COOKHOUSE

WANTED

For fair and carnivals. Have 12 weeks fair and carnivals. Must be neat and cater to show people. Preference for 1948. No time to write, wire.

Peppers All State Shows

ERWIN, TENN.

STAR AMUSEMENT CO.

Can place for good fall route, with spots including: Jackie, Crittenton County Fair, Marion, Ark.; Jerry County Fair, Terra Alta, Ark.; Madison, Ark.; and others. Likes that do not conflict. Shows and Concessions. Want capable people. (Ask Route or will book name or check, and return for complete information.)
L. A. HARRIS, 1000 N. 10th St., Chicago, Ill.
L. A. HARRIS, 1000 N. 10th St., Chicago, Ill.
L. A. HARRIS, 1000 N. 10th St., Chicago, Ill.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE

CHICAGO 22, ILLINOIS

FOR SALE

1 Taylor Two-Story Merry-Go-Round, in perfect shape. Guaranteed delivery by freight. 1 W. H. Haver 125 Style Band Organ. 1 Monopole 16-Note. Chicago-Plans, perfect shape. MCGUIRE CO., 1954 W. GRAND AVENUE, CHICAGO 22, ILLINOIS.

JULY 1947 JACK

Ride, Concess Take Top Hole

Shows get it only on heavy days—Wallenda offering okay but location is poor

By a Staff Correspondent

ST. LOUIS, Aug. 30.—Johnny J. Jones Exposition took a flier and booked the St. Louis County Fair and Exposition, the first event of this kind in these parts since Hector was a pup, and the results have been gratifying to E. Lawrence Phillips, Morris Lipsky and the concession operators.

On the back end, the show operators had little to cheer them after the first two days, Saturday (28) and Sunday (29), but they were looking hopefully to Labor Day week-end.

This promotion event, staged with the blessing of the county judges, offered a lot to publicize and to see, and the first two days attracted in excess of 100,000 people. This meant business was all right for the show folks, top hole for the rides and jam-up for the concessions.

For some unknown and virtually unknown reason, the Wallenda Circus was spotted outside the regular mid-way, and it took a beating despite a satisfactory show performance. Carl Wallenda's new high wire feature, a seven-person three-high, was as beautiful as it was thrilling and was well worth the 60 cents admission even if pretty Dorita Konyot had not worked her horses and if the other features had been eliminated.

Among the various and sundry reasons why Wallenda was spotted outside the midway trap was the management to advertise midway features, a complete circus and arena attractions. Had the grounds been laid out more advantageously, all hands would have fared better, even on the light mid-week days, as the grounds as they stand are so spacious it is lonesome around here when less than 20,000 people are on hand.

This territory has long been noted for the willingness of the populace to plunk it down for thrill rides and to make a determined effort to win a shotgun or a radio or a panda bear. Ride business was brisk even on the light days, and it seemed the folks

Michigan Showmen Set Big Jan Session for Fair Week

DETROIT, Aug. 30.—A jam-boree for the Michigan Showmen's Association is planned for September 4 during the Michigan State Fair in the first revive top with most of the side show and feature acts giving their talents.

Robert Templeton, of Wall Lake and F. E. Gooding, of the Gooding Amusement Company, are co-chairmen. The money raised will be used to pay off the mortgage of the Michigan Showmen's building at 2153 Cass Avenue.

Roscoe Wade, of the W. G. Wade Shows, and chairman of the membership committee, will be present to distribute applications. Assisting on the committee are Bernard Robbins, secretary; Harry Stahl, past president; Arthur Trayne, chairman of the entertainment committee; Jack Gallagher, Herbert Pence and Jack Dickstein, first vice-president and president in the absence of Al Wagner.

didn't care to leave the stores as long as they had something left to keep in action.

George Reinhardt, veteran cook-house operator, anticipated a little extra business and built an addition to his regular establishment. It is well that he did because by the time he finished caging in his regular restaurant to meet with local regulations there wasn't any room for customers.

Harold (Buddy) Paddock and Doots made their annual visit to the show here. Buddy working overtime one night to entertain visitors. He was assisted by Euby Cobb, secretary of the International Showmen's Association.

BONANZA FOR RAS

(Continued from page 68)

riere of a two-reel technicolor short, produced by Warner Bros., titled King of the Carnival and devoted to the Royal American Shows and Carl Seidman, the star's own show.

The premiere has been set for September 4, at Topeka, Kan., where the picture was filmed last year during the org's engagement at Maurice Jenck's Fair. Shows will open the following day at the Topeka Fair. The club here Monday.

According to Bob Lehman and Herb Pickard, general agent and press agent, respectively, the film will build good will not only for the Royal American Shows but for the carnival field as a whole.

A Tribute to Lillian Sheppard

In Sacramento, Calif., June 28, Lillian Sheppard was so badly burned in a fire that destroyed her house that she died later at the Sacramento Hospital. Lil was one of the old-time show folks, but she was also a present times, too, and had friends everywhere she ever worked and on all the shows with which she ever traveled.

When I was a girl, Lil and my oldest sister, who later was Ota Paterson but was then Ota Brainerd, were close friends. They posed together on my father's prismatic electric fountain. They enjoyed trouping there even when it meant getting up early nights and disarming a dila around the sleeping tent to keep the water from carrying away their clothes, bedding and other belongings.

The show (Paterson-Brainerd carnival) had one car then that belonged to the owners. That one car carried all the show, the show performers and the general show personnel, and often when there were nights off there were dances in this car. It all brought the show folks closer and made for a sort of family gathering.

I remember a little story that illustrated the charm and personality that Lil was never afraid to display. She had been back to Joplin, Mo., where she had spent time in the little visit. She rejoined the show at a little town in Iowa which had two depots. My sister Ota and Lil's mother went to meet her at 3 a.m. at one depot and Lil arrived at the other depot.

When she got off the train with her heavy suitcase and found the depot deserted except for a man in working clothes sleeping on a bench. Lil decided he had been sent to meet her so she shook him awake and laughed, "Come on now, shake your pillow and show me where the train went." He was up by the time Lil's smile and friendliness got up and took her suitcase and they got out the platform before he stopped and explained that he did not know what she was talking about or where any train was located. They finally got awakened out, but he said afterwards that he did what Lil asked because she was so friendly.

One time I was at my home in Kansas City, Mo. She always entertained my mother, who was hard of hearing, by playing the piano. There were no radios then or hearing aids, and my mother loved music. Lil learned a difficult piece, Silvery Weeds, to please mother. It was full of little trills and runs that delighted them both. She also played and sang an old ballad, something about a wonderful place and time when the work would be all done and she could sleep under the trees when the weather got warm. Mother loved this song and always asked Lil to sing it and Lil never minded because she said she, too, wanted to sleep under the trees when her work was done.

I know she is sleeping now under God's trees and has no more worries or cares, but we all miss her and her ready smile and helpfulness.—VIRGINIA KLINE.

Cumington, Mass., Adds Day, Attracts Record Gate

CUMINGTON, Mass., Aug. 30.—Despite 85 degree temperature, the record Cumington Fair drew a three-day total of more than \$1000 for an increase of 1,700 over the 1946 two-day fair. Jump in attendance justified the decision to make the annual three-day fair for the first time in its history, excess pointed out.

BOB PERRY

WANTS DROME TRICK RIDER

Join Nashville on wire. Salary, still dates, \$125.00; fares, \$150.00.

JOHN R. WARD SHOWS

Fifth Ave., Nashville, Tenn., this week

STEBLAR GREATER SHOWS

WANT

MANAGER and

GENERAL AGENT

Wire Thomas, W. Va.

Midway of Mirth Shows

WANT

FERRIS WHEEL FOREMAN to join on wire. Can place SLUM JOINTS with own outfit, also STOCK CONCESSIONS. Address: Mr. Fukaki, Ill., this week; Portageville, Mo., Sept. 10-18.

WANT

Wanted: Experienced Showmen, with or without horses, to manage and operate a show. Must be able to handle all show business. Address: Fred's Amusements, Grady, Ohio, this week.

FRED'S AMUSEMENTS

Grady, Ohio, this week.

WANT

Cookhouse Help; John Dix, wire.

Lawrence Greaser Shows

Fredericksburg, Va., this week.

ROLL-OF-PLANE FOREMAN

Join at once. Salary or percentage.

Fays Silver Derby Shows

Rutland, Ill., 1-7

FOR SALE

1947 Flying Scooter Ride

(Portable) Use One Season

JOHN COMFORT

7 HOWE RD. BAHART, MISS.

Majestic Greater Shows

Can place for Richmond, Va., Petersburg, Va. Int. Act. 8 days 15 and 7 days 15. Complete slide show with or without treatment for Act. Offered for sale. Address: SAM GOLDSTEIN, Majestic Greater Shows, Richmond, Va.

MERRY-GO-ROUND FOREMAN

Want Merry-Go-Round Foreman for 45-15. Parker

Wash. D.C. Agents: Bill Jones, Wire or write.

HETH EXPOSITION SHOWS

Ozarkville, Mo., this week; Knoxville, Mo., next week.

WANT AGENTS

Per Mills, Randa, Nevada, Nevada Showline, California. Agents: Bill Jones, Wire or write.

JOHNIE STABLES

New Retail Exhibition Shows, Tulsa City, N. C.

WANTED RIDEMAN

That drives semi trucks, Shows for Fairs in

MOUND CITY SHOWS

WEST PLAINS, MO.

BRIGHT LIGHT EXPOSITION

World's Brightest Midway

Rocky Mount Fair, Rocky Mount, Va., Week Sept. 8th.

Can place Concessions of all kinds; positively no racket. Good opening for Motor Drome, Penny Arcade or any Shows not conflicting. This show will stay out till last week in November. Write or wire.

JOHN GECONA or L. C. HECK

Larry, Va., this week; Rocky Mount, Va., next week.

JOHN R. WARD'S

AMERICA'S NEWEST AND FINEST RAILROAD SHOW

WANT

Girls for Girl Revue, Feature Dancers, Strip Tease and Specialties; top salaries, long season. Candy Butcher, Talkers and Grinders. Want Wide Formers for Merry-Go-Round, Tilt-a-Whirl and Ferris Wheels. Want Train Help and Tractor Drivers. Place Concessions, and Agents. Want Special Agent that can lay out.

374 AVE., NASHVILLE, TENN., THIS WEEK.

TED SNIDER, care Royal Crown Shows
Bowling Green, Ky., this week; Huntsville, Ala., Fair, Sept. 8-13.

HARRY LOTTRIDGE SHOWS

"America's Best Amusement Equipment"

WANT

Swaying Pole Act, must be high. Join now, ten weeks' work.
Sober, Reliable Ride Help, Semi Drivers preferred. Top Salaries. If married, can use wife as Ticket Seller or Concession Agent.
Strictly Legitimate Concessions.
Shows with own equipment.

Fairs and Fairsburgs till closing. All replies to Harry Lottridge, Mgr., Peaburg, Va., this week; Bland, Va. next week.

CONCESSIONAIRE!

The opportunity presents itself only once a year to play the

KALAMAZOO COUNTY FREE FAIR

MICHIGAN'S 2ND LARGEST FREE FAIR

SEPT. 22 TO 27

Don't miss this big event. Reserve space now! Contact

W.G. WADE

Shows

Alpena (Mich.) Free Fair this week
Emmett Co. Fair (Pretasky Mich.) follows Alpena

WANTED!

RIDES-CONCESSIONS SHOWS-FREE ACTS

SIOUX FALLS JUBILEE DAYS
4 Gala Days and Nights—Sept. 17-20

WRITE PLAYLAND PARK

201 S. FRANKLIN Ph. 2438 SIOUX FALLS, S. D.

WANTED

Cookhouse, Grab, Juice and all legitimate Concessions, no exclusives.

SEYMOUR FALL FESTIVAL AND HOME COMING

SEPTEMBER 23-27

Free Acts have been booked. The Great Siegfried Ski Jump and Kayleto High Perch Act on the streets of Seymour, Indiana. This is not a promotion but will be an annual event sponsored by the SEYMOUR CHAMBER OF COMMERCE.

FOR SALE

2 Merry-Go-Rounds, brand new from top to bottom; also 1 Whip for sale, 10 tubs all rebuilt over, with a brand new LeRoi engine, and 1 Kiddy Airplane ride, 6 airplanes, aluminum Airplane Ride brand new, 1 12-seat Mix-Up, with Allis-Chalmers engine. Bank reference: Hancock Bank, Bay St. Louis, Miss.

JAY WARNER

Box 181, Bay St. Louis, Miss., Phone 9121

WANT

Ell Wheel Foreman or good Second Man. Also Second Man for Flying Scooter. Other Ride Help. Wire or come on, long season. Want sober Athletic Show Manager. Will furnish outfits for money-petting Shows. A few more Concessions open.

C. F. ZEIGER UNITED SHOWS

Garden, Neb., Sept. 4 to 7; Julesburg, Colo., Sept. 9 to 12; then long jump south.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Det. Rodeo Gets 7G First 4 Days

DETROIT, Aug. 30. — Sixth annual rodeo sponsored by the Dearborn Junior Chamber of Commerce at Wyoming and Ford roads, just across the street from the Detroit city limits, drew an estimated 11,000 people, with a gross of about \$7,000 the first four days. Show opened Saturday (23) for a 10-day stand with 13 shows. Saturday and Sunday night shows drew standees in addition to about 3,000 in the bleachers. Sunday matinee, however, was off, with negligible attendance because of the heat.

Business was considerably below last year's figures for the corresponding period, with the best plus local strikes, taking the blame. Admission was \$1, with half-price for children.

The show, booked by Glenna W. Jacobs and Val Campbell, of the Gus Sun Office, was built around Jinks Hoaglan's Hippodrome Show, allowing considerable variation in special attractions from one show to another. Stock, including more than 150 head, was furnished by Curly Meadows.

The show was an exhibition rodeo with contests only the last two days. About 63 hands participated. Principals of the show included Buster Todd, announcer; California Joe and Montana Frank and company, featured acts; G. Wade Freely, manager for Hoaglan; Alex Malone, clown, and Bobby Pearce, doubling as clown and announcer.

Tim Doolittle and His Pine Center Gang from WKMI furnished the music.

Legion To Stage Carnival

HAVERHILL, Mass., Aug. 30. — City council here voted to grant a license to the Wilbur M. Commenau Post, American Legion, to stage a carnival in Crescent Place September 8-13.

Burro Game Draws Well

REIDSVILLE, N. C., Aug. 30. — The burro ball game, staged here by I. W. Boden under auspices of the American Legion, drew a big crowd. Riders were furnished by the American Legion and junior chamber of commerce. The Bodens were guests of the Rex M. Inghams while here.

Drumheller Draws 4,000

DRUMHELLER, Alta., Aug. 30. — Twice postponed by rain, the 30th annual stampede at Hand Hills Lake, near here, was finally staged and drew 4,000 attendance. Prize money totaled \$1,000. Officers were H. Joe Brown, president; M. G. Gourlay, manager, and D. H. Wise, secretary-treasurer.

tured acts; G. Wade Freely, manager for Hoaglan; Alex Malone, clown, and Bobby Pearce, doubling as clown and announcer.

Tim Doolittle and His Pine Center Gang from WKMI furnished the music.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 30. — We visited Animal Oddities, exhibiting at the baseball park lot here August 23. Manager Peters extended courtesies. To date we have made 109 visits.

Standings in the personnel membership race were reported in the last column. Since then five additional cards were issued to Penn Premier Shows for a total of 263, putting that organization in first place. The other contestants in the first division include James E. Strates, 250; W. G. Wade, 101; J. J. Kirkwood, 75; World of Pleasure, 69. The second division includes B. C. 47; B. & W. 43; Lee United, 38; H. William Jones Concessions, 25, and Pioneer, 23.

The 14th annual meeting of the association will be held in the Hotel Sherman, Chicago, December 1-4. The program this year will follow the 1946 plan, with night sessions eliminated, and will include a meeting of counsel and the board of directors December 2, and general membership meetings December 3, and continuing daily until the business of the meeting is completed.

Government figures show the second quarter of 1947, based on government receipts of admission taxes, is considerably ahead of the first quarter of 1947, although slightly behind the comparable quarter for 1946.

We are advised that there recently has been developed a new type of soldering tool for high grade work; guards for supporting the ends of fluorescent lamps which prevent their falling out of lamp holders; a new type of tubed wire, a new type of portable electrical saw; an automatic juice extractor capable of producing large quantities in a short space of time, and a collapsible trailer trailer suitable for all model cars, which is light weight and can be stored in an automobile trunk.

The third installment of 1947 estimated income tax is payable not later than September 15.

FAIRS—FAIRS—FAIRS

Travco Fair, Honey Grove Fair, Concessions Fair, Moose Fair, Buffalo Springs Fair, Will Fair, for the above, Riding Fairs; CONFECTIONERY—Pop Cans, Candy Shop, Fish Feed, Cheese Fair, Ball Games, Cider, Jellies, Balkan Parts, Mint, Candy Shop, Hensley Buck, Concessionary, Food, Dairy; SHOWS—Will Fair, Fresh Show, Girl Show, Two Hens, Cider, and our own.

RIDES—Mileage, Trip, Outcomes and Kiddle Rides, West Coast: World Foreman.

Rosie Tanager, Tex., this week; then Honey Grove (Fair).

Brewer's United Shows

Rosie Tanager, Tex., this week; then Honey Grove (Fair).

STELAR GREATER SHOWS

WANT

For THOMAS, W. VA., LABOR DAY WEEK CELEBRATION—On Street

Followed by Honker, Va. Can place small Cook House, Candy Apples, Pan Joint, Bowling Alley, Pitch-Tilt-You-Win, Penny Pitch, Hoop-La! Snake or Monkey Shows. Address all mail STELLAR SHOWS, as per route.

WANTED CARNIVAL

For Big Two-Day Fall Festival and Homecoming, October 10-11.

Month-end ticket campaign in progress now for \$2500 in prizes. Contests and free attractions. Night of September 11, sponsored. Contact DON NORTON, Orion, Illinois

CARNIVAL WANTED

FOR CAMERON, MO., FALL FESTIVAL October 1, 2, 3 and 4, 1947. Contact DEAN STONE, Chairman Concessions. Large attendance.

ANDERSON SCHOOL

Anderson, Alabama, in Lauderdale County World like to have a good Carnival the week end in October or the second week in September. An excellent community center. Contact

Arthur E. Bayles

ANDERSON, ALA.

Gooding Flashes Powerful Ride Front at Mich. Annual

DETROIT, Aug. 30.—At long last, the Michigan State Fair, shuttered since 1942, first because of the war and then because of a late plant release by the army, re-opened here today with Floyd E. Gooding's org on the midway. For the occasion, Gooding came up with the largest concentration of rides and shows he ever has assembled at one time in his many years in the carnival business. Early opening morning not all of the money-getters were up. Most of them were, and when they are all in operation there will be 25 rides and 6 shows, according to the veteran show owner. Included among the array of rides is a new Hurricane. This device, which Gooding rates highly, not only from its money-making potential, but also from the standpoint of patrons' enjoyment, was unveiled by him at the Ohio State Fair which closed Friday (29). After a few days

of operation in Columbus a minor part defect put it out of action, and it was torn down and shipped here. Meanwhile a replacement was toiled in Columbus.

The huge battery of rides here include several other newly purchased devices. In addition to the power they pose, they give out with plenty of flash and illumination. New light towers, some of which are treated with fluorescent lighting, dot the midway area. Fluorescent lighting has been getting increased emphasis from Gooding.

The Midwest gasoline shortage, now centered in Detroit, is causing some concern. Only about three of Gooding's rides are equipped for switch-over to kerosene power.

Games concessions appear comparatively few because of the rigid restrictions against any "gambling." Fortune tellers, not accepting the advance word they would be turned down, made requests to the fair management as late as Thursday (28), only to be nixed.

WANT RIDES

FOR VETERANS' HOMEcoming, ALTON, ILL.

SEPT. 24 TO 27 INCL.

Contact: J. F. BICK

1212 Douglas, Alton, Ill. (Phone: 3-5078)

WANT

Side here Help of all kinds. Contact

CHARLES L. FRANK
Waldorf & Murray Shows Mountain City, Tenn.

FOR SALE

34-ft. rebuilt Panther Merry-go-round, 14 passenger; Adult Chair-o-plane, 8 passenger; Kiddie Chair-o-plane, after Sept. 19. Running at Grand, N.Y., at that time. Will look for her Christmas or Holiday time.

GEORGE A. RAPP, Holyoke, Mass.

Morris Hannum Shows

A tradition at Veterans' Conventions

WAYNE COUNTY AGRICULTURE FAIR

GOLDSBORO, NORTH CAROLINA, SEPTEMBER 8 TO 13

WANT

Legitimate Concessions of all kinds. Will place one more Palmistry, Floss, Snow, Ice, Guess Age-Weight. Want capable Minstrel Show to join Monday, September 8, without fail. Ride Help, come on. Northampton, Pennsylvania, September 3, 4 and 5; then Goldsboro, North Carolina, next week.

JONES GREATER SHOWS

WANT FOR

PLEASANTS CO. FAIR, St. Marys, W. Va., week Sept. 8; GREENUP CO. FAIR, Greencup, Ky., week Sept. 15

SHOWS—Want Fun House, worth-while Grand Shows with own outfits. CONCESSIONS—Want Penny Arcade, Rotaries, Diggers, Novelties and Stock Concessions of all kind.

Address JONES GREATER SHOWS, Moundsville, W. Va.

MOODY SHOWS

WANT FOR BLEDSOE COUNTY FAIR, PIKEVILLE, TENNESSEE, SEPT. 8-13

SHOWS: Want Man to take charge of 20x80 Side Show, 120 ft. banner line, if you have something to put in it. Man to take complete charge of Merry Show. Men to manage Girl Show (three warieties and sound equipment). RIDES—Barnum for Silver Wheel and Second Man on all Rides; will pay top wages and bonuses. CONCESSIONS—All Concessions open. Have opening for Short Range Gallery, High Striker, Pecos Chetard, Pony Arcade, Want Agents for Shum Outfit. Want Man and Wife to take charge of Picture Gallery, 9x6-50. Want Agents for Pup Game and Grez and Under. Want two Counter Men for Bingo. All replies:

MOODY SHOWS, Gowen, Tennessee, this week.

FOLK CELEBRATION SHOWS

WANT FOR

SANTA FE COUNTY FAIR, Sept. 9 to 13, Santa Fe, New Mexico

ALAMOGORDO COUNTY FAIR, Sept. 16-20, Alamogordo, New Mexico

QUAY COUNTY FAIR, Sept. 22-26, Tucuman, New Mexico.

NEW MEXICO STATE FAIR, Sept. 28 to Oct. 5, Albuquerque, New Mexico

SOUTHEASTERN NEW MEXICO STATE FAIR, Oct. 7-11, Roswell, New Mexico

Then Celebrations up to and including big Armistice Day Celebration. November 11. This show will open the 1948 season February 15 at Tucson, Ariz.

Can use good, sober, Billposter with own car. Want first class 10-in-One with or without own outfit: good Girl Revue, must have a show that has flash and can play to entire families: Motordrome (Bob Perry, wire); Monkey Circus, Glass House, Hawaiian Show, Hillbilly Show, Miniature City (Joe Teska, wire). Can place legitimate Concessions of all kinds. Ride Help—Can use capable Ride Foreman and Second Men; must be sober and reliable. Want first class Callopie Player.

Want for Circus—Animal Acts, Horse Acts, Acrobatic Acts, Elephant Act, Trapeze Performers, Clowns and good uniformed Circus Band.

FOLK CELEBRATION SHOWS

Box 1005

Albuquerque, New Mexico

Harry Craig HEART of TEXAS Shows

WANT

For the biggest county fair in Oklahoma—Stillwater, Okla. Girl Show operator to join on wire with two or three girls will furnish complete outfit. Act for Side Show. Will book Wild Life Show or any Show of merit. Man and wife to operate Snake Show, Little Train. Will book Scooter, Octopus, Pretzel Ride or any major Ride not conflicting. Concessions all open for this spot. High Striker, Lead Gallery, Dart Balloons, Picture Gallery. Want Cook House or Sit Down Grab. General Ride Help who drive semi.

Ardmore, Okla., this week, then Stillwater fair to follow, then the Texas Cotton. All address

HARRY CRAIG

A.M.P. SHOWS

Suggs

NOW BOOKING FOR

ASHEVILLE, N. C., BUNCOMBE CO. AGRICULTURAL FAIR—SEPTEMBER 15-20

Everything Open Except Bingo, Cookhouse and Popcorn
Space Limited—Wire Now

Can place Funhouse, Iron Lung, Illusion, Dog and Pony, Snake, or other Shows not conflicting. Complete Minstrel Show for reliable people. Will book one more Flat Ride for our fair dates.

Contact

A. M. PODSOBINSKI, General Manager—"CURLEY" GRAHAM, Business Manager
This week, Abingdon, Va. next week, Asheville, N. C.

LAST CALL

LAST CALL

B and D SHOWS

OPENING SEPT. 8 UNDER VFW'S, CHERAW, S. C.

ALL CONTRACTED REPORT. C.N.S. RUNNING 24 HOURS.

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CHERAW, SOUTH CAROLINA, or come on.

CANADIAN FAIR

Midway Drags Heavy Drough

All attendance records go first 8 days, with Hughes certain 2,000,000 in bag

By Pat Purcell

TORONTO, Aug. 30.—When the armed forces of Canada turned back the grounds of the Canadian National Exhibition to the annual's management about a year ago, the physical properties could not have been in worse condition unless it had been directly in the path of a Hitler blitzkrieg. The grandstand was a shambles, the interior of the buildings gutted, and the lawns shredded by hobbled boots.

Here, there and everywhere the folks said it couldn't be done when the directors, thru General Manager Elwood Hughes, announced the annual would be resumed in 1947. Well, as of today, some 1,357,500 people have passed thru the gates and marveled at the magnificence and magnitude of the exhibits; stood astounded before the modernistic midway conceived and built by J. W. Conklin, gorged themselves at the amazing number of grab and juice joints, and pressed thru the masses to enjoy entertainment offered every nook and cranny of the spacious grounds.

With the exception of the grandstand, the CNR is back in all its glory, a fine tribute to the foresight, ingenuity and industry of Elwood Hughes and his assistants.

A breakdown of the attendance for the first seven days tells the story of how this exhibition has been received, the breakdown being compared with the record run of 1941.

	1941	1947
Friday (23).....	25,000	30,528
Saturday.....	21,700	27,600
Sunday.....	13,500	17,600
Tuesday.....	10,700	15,000
Wednesday.....	11,000	12,500
Thursday.....	11,000	11,000
Friday.....	10,000	12,000
Saturday (Emotionally Nothing)		24,000

Hughes declared today that it is not unreasonable to indicate an over-all attendance of more than 2,000,000, as there was still the big Labor Day and five other days to go. Traffic jams on the highway leading into Toronto have cut attendance some, as Provincial police report that hundreds and hundreds of motorists have given up and returned to their homes when they realized it was next to impossible to reach the grounds. Outside gate ticket sellers have been working more than a mile from the entrances in an effort to push them thru faster.

Reapportionment

From an entertainment standpoint, there is almost everything within the confines of the grounds to satisfy the desires of every appetite. So far this observer hasn't found grand opera listed in two days one couldn't possibly get everything.

Olsen and Johnson zoned it out for the first eight nights in the Coliseum, which will be turned over to the society for Monday for the remainder of the year's grandstand, of course, is still under construction, so an area was cordoned behind the new building and named Variety Arena. It seats about 6,000 and the pews have been well filled each night, even if it is pos-

(See CNE on opposite page)

Wisconsin Food Law Has Teeth

MADISON, Wis., Aug. 30.—A new Wisconsin State law, published Tuesday (26), levels a stiff fine and revocation of licenses at operators of traveling shows, circuses or carnivals violating food handling regulations.

The law reads, in part:

(1) Every person employed by any traveling show, circus or carnival, who is not a resident of the town, city or village wherein such show, circus or carnival is operating, and who handles or serves food or beverages to the public shall hold a medical certificate not more than six months old from a reputable physician, stating that such employee is free from communicable disease and venereal disease in the communicable stage.

(2) Failure to comply with the requirements . . . shall be a violation of the license or permit to operate issued to the owner or operator of such traveling show, circus or carnival, and cause for immediate revocation thereof. Any person who shall violate any provision shall be punished as provided . . . by a fine of not more than \$500 or by imprisonment in the county jail for not more than one year, or both.

Indianapolis Points for New Attendance Marks; Initial 2 Days Soar Above '46 Records

C&W Midway Biz Eclipses Last Year; Grandstand Big

By a Staff Correspondent

INDIANAPOLIS, Aug. 30.—Out to eclipse its 1946 all-time high paid gate of \$27,572, the State Fair, with two days behind it and six big ones to go, tonight was on its way, with the attendance for the first two days showing a slight increase over last year.

Here's how the paid gate for the first two days compared with last year:

	1947	1946
Friday.....	12,672	10,886
Saturday.....	11,852	41,587

Fair execs figure that, although the increase for the first two days, always the lightest of the run, gives substance to their belief that the annual will top last year's record-breaker.

Midway Take Up

On the midway there was more than a promise that the rides and shows would top last year's record gross. Figures were available to-night only for the business opening day, and they disclosed that the Central Indiana Show, mostly increased earning power than the midway offered last year, had garnered a net of \$36,431, as against \$6,379 for the corresponding day in 1946.

This had Jack Wilson and Izzy Cetlin, owners of the org, wearing broad smiles, as they mulled what the hiked earnings power would mean on the big days of the fair.

There also were indications that night parade would bring ahead of last year. The paid gate is expected to be \$100,000. So there is no way to determine accurately the size of the night earnings. However, veteran observers estimated the evening throngs as larger than last year.

Promise of increased grandstand

Rain Mars Michigan's First 2 Days; Sunday's Peak Count Hits 118,000; Coliseum Hurt

Exhibit Interest High — Talent Line-Up Varied

By Herb Dotson

DETROIT, Aug. 31.—Pelting rain marred the opening of Michigan's State Fair here, slashing attendance the first two days, Friday and Saturday (29-30), but today the weather was ideal and the folks thronged out. In the absence of an official count, as yet uncompiled, estimates of the day's gate, made by veteran fair executives, range in the neighborhood of 108,000. The paid gate Friday was announced at 16,148; Saturday's at 36,723. No count is made of children under 14 years of age who are admitted free at all fairs.

Washes Out Shows

Rain later Friday killed patronage on the midway, where the Gooding Greater Shows are in operation, and it washed out the scheduled night

performance of Buster Crabbe, who with his water show plus circus-type acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, are billed as the night grandstand feature for the full run of the fair. A driving rain fell at 3 p.m. Saturday, continuing thru 8 p.m., and it cut midway play drastically and again rained out the Crabbe performance.

The rains also dealt a blow to the bookers at the Coliseum, where a variety show, headed by Bob Burns, of radio and motion picture fame, opened Friday night, with afternoon and night shows on Saturday and today, when it closed its engagement. About 1,200 attended the Friday night showing. Saturday's matinee attendance was placed at 1,000, with the night turnout at double that figure. Today Burns and his supporting acts played to a matinee crowd of 4,500.

Olsen and Johnson Next

Olsen and Johnson are set for a seven-night Coliseum engagement, with their first performance Monday, September 1.

The Crabbe unit got in its first show this afternoon, playing to about 1,800 in one of two matinees it will give during the week, the second matinee being scheduled for closing Sunday. The track each weekday is devoted to running horses who race to see accompaniment of pari-mutuels.

Circus acts supporting Crabbe and his water performers are Loyola's Gals; Bob Parry, trampoline; Paul and Pauline, acrobats; Pierrot and Pierrette; Buddy and Jean, and the Jordan Trio, roller skating act; Tripp and Fall, DeMillo and Marr, and Hoffman and Kay, knockabout comedians; Maybelle Miller, billed as the Lady in the Sky, and the Sensational Erickson, aerial acts. The Gretton Family, high-wire, and Ostermeyer's Horses, high school horse act, played the first three days, and will be followed for the rest of the run by the Hines family, acrobats; the Bill Buschbaum's Spotted Horses, liberty horse act; Crows working the show are Joe Ambrose, Joy Ambrose, and the Snell Brothers, Tom and Jim.

Symphony for Free

Acts which supported Bob Burns were the Kanazawa Trio, acrobats; Jordan and Parvis, dancers; Watson Sisters, song and dance; the Bucaners, singers; Billy Ardely, aerial act; Martin and Florenz, puppet; Billy Wells and the Four Fays, acrobats, with Wally Bong, emcee.

The Detroit Symphony Orchestra, also rained out the first two nights of the fair, played tonight in the music shell as a free attraction. The orchestra will play each remainder of the season, under the direction of Patrons, which conducts the running races, kicked in \$5,000, approximately one-third of the cost, to have the show.

Patrons in the daylight hours today showed more interest in the exhibits than they did in the paid feature attractions. They crowded thru the buildings and poured over the

(See Mich. Starts on opposite page)

Aired by 24 Stations

The record—again—of the Harry Synthe, Fort Wayne, offered Jimmy Wakely, Western singer of movie and recording note; the Dinah Shore radio and recording singer; Joe Kelly, emcee of the Quiz Kids program. The Duke of Paducah, formerly of the Grand Old Opry radio program; Sally Holmes of the National Barn Dance distinction, and the Doctors of Harmony, national championship barberhop quartet. Kelly dubbed for Johnny Olsen, emcee of the Ladies, Be Seated radio show. (See Indiana State on opposite page)

Canadian National Exhibition Certain To Hit 2,000,000 Mark

(Continued from opposite page)
sible to see most of the show from the outside. As the veteran publicity director, Frederick K. Wilson, said: "They can see it free but a lot of them don't see it because they can't rest their dogs."

George A. Hamid booked in the acts, which included Maxine and Bobby; the Collegians, risley; Winnie and Dolly, double traps; the Seldons, comedy acts; the Flying Romas, the Juggling Jewels, the high-wire Beroninis, the Cycling Cyclonians, the Skating Carters, and Benny and Betty and the high-pole dancers. Ray Purdy, Toronto, supplied the four production numbers using 20 girls and 10 men. Purdy did the emceeing; Jack Wain did the dancing, and the veteran Charlie Ross was on hand as master of attractions. Hamid's fireworks were used the first eight nights.

Along the waterfront there was almost continuous aquatic sports in front of a temporary stand which accommodated more than 5,000, and the grand show offered entertainment for crowds estimated at 11,000 nightly.

Midway Rakes in Kale

As the exhibition supplies all ticket sellers for all midway rides and attractions, it is difficult for the operators to get quick checks on their business, but those who know the capacity of their offerings always have a fair idea of what is piling up because there was seldom a dull moment along the midway.

Norman Bartlett's latest creation, the Flying Saucer, enjoys a super location and only a small percentage of the thousands enthralled by its unusual whirling undulations have been able to get near the ticket window.

The other ride which has amazed even the almost unamazeable Patty Conklin is the Laugh in the Dark. The attraction, which has met with average success but here it has been nothing short of sensational. At no time during the working hours has been without a line in front (no exaggeration), and throughout the entire afternoon today customers were standing four abreast in the line, the extension almost 100 yards across the midway square, making it necessary for pedestrians to break through the line in order to get from the midway to the automobile exhibit area.

Water Show Tops

Showmen report a completely satisfactory business with four of the six shows reporting "off the nut" at the completion of business tonight. The Flying Saucer, the Water Show, which has topped the line-up every day, and to make it even stronger, Phillips added the water polo and the swimming marathon to his cast today.

Ray Marsh' Brydon's Side Show and Walter Hale's Pin-Up Girls would have watched Phillips dollar for dollar in the cash register. It, Brydon was forced to use corral methods at times to hold his customers, while Hale used the corral on the Pin-Up performance given every day.

Joe LaFlamme's Wild Life Show, featuring a character "who talks to mice," is getting a "writhe score" from the wily and precocious Eddie Hollinger was late in opening when costumes and seats went astray, but with Stepha Fetchit as a feature, he

was soon on the beam chasing the other.

Flash Williams is just off the midway on the kiddie ride square with his iron lung, and he has been running capacity with a 25-cent ticket set.

Main beef along the midway is the ticket sellers, as they are all inexperienced men slow at making change, and they are nothing toward keeping the fronts hot.

Hughes expressed himself as well pleased with the over-all operation of the exhibition, saying: "This is our first one since 1941 and we have 90 per cent inexperienced help. Naturally they do not hop into their tanks with the alacrity of the veterans we had before the war and they have caused some confusion, but the majority of them are sincere in their efforts."

"The public reaction has been marvelous and I believe that we have reason to be proud of the exhibition as a whole."

Tex. Fair Bucks Circus Showing

TEXARKANA, Tex., Aug. 30.—Bando and his talks with the Four States Fair Association adopted resolution here Friday (22) requesting the cities of Texarkana, Tex., Texarkana, Ark., and North Texarkana to refrain from issuing permits to any other fairs, circuses, carnivals and other exhibitors for a period of 30 days prior to the Fair States Fair and 10 days after the fair.

Adoption of the resolution it was said, resulted from a report that Ringling Bros. and Barnum & Bailey was planning to show here immediately before the fair, which is scheduled September 30-October 4. A fair association pointed out that such an exhibition would drain some \$40,000 from Texarkana that probably would go into building and maintaining the fair. They declared they recognized the value of such shows as Ringling-Barnum but that its showing immediately before or immediately after the fair would be a severe blow to the annual.

The resolution also was directed to officials of Bowie and Miller counties and copies were sent to the two county judges and the three mayors.

Bingo Ok'd at Worthington

WORTHINGTON, Minn., Aug. 30.—Fernald action by the city council has paved the way for operation of bingo games at the Nobles Court Fair here this year. Bingo is the only game not barred by Minnesota anti-gambling statutes.

MICH. STARTS IN RAIN

(Continued from opposite page)
groom. Train, clogged along and was so heavy that it was difficult to see, much less study some of the exhibits.

The plant offers an attractive appearance in its return to fair operation after a six-year lapse. Exteriors and interiors of buildings are bright and new paint. The plant's deficiencies, however, are not the least of them is the lack of adequate toilet facilities. A line-up of more than 100 women today was being averted admittance to one rest room.

The midway area was jam-packed with riding devices, and in mid-afternoon they were getting a huge play. Games concessions, all for merchandise, were marked by the absence of wheels.

Prank-Playing Legionnaires Storm Times Square; Novel Features Highlight Parades

Cut-Rate Rides, Attractions Proffered Visitors

NEW YORK, Aug. 30.—Principal outdoor show of the week here has been that put on by members of the American Legion, whose convention opened Thursday (28). Legionnaires, their families and friends started taking over the Times Square area and the streets around the Legion headquarters at the Hotel Pennsylvania early in the week, but rain Tuesday (26) kept things comparatively calm until Wednesday.

From Wednesday on the midtown stretch of New York were invaded by 40 and 8 locomotives and Legion cars of all descriptions, as well as by delegations of Legionnaires, bands and drum corps. Area around Hotel Pennsylvania and the theatrical district for the rest of the week was jammed with prank-playing Legionnaires and their victims.

Parade Highlight

Highlight of the fun side of the convention was the parade of the Le-

gion's 40 and 8 Society Thursday night. About 5,000 marchers took part in the parade down Eighth Avenue from 56th Street to 31st Street, starting at 6 o'clock and taking up a little more than three hours. The line-up were 31 locomotives, 16 box cars, 13 bands and 28 drum and bugle corps. Parade was headed by police officials and Sid M. Ferree, head of the 40 and 8 organization. Grand Marshal was Otto E. Mercer, 1946 head of the society. Drum corps of Omaha band No. 1 started the parade moving to the tune of *The Billboard March*.

Outstanding features of the parade were the crack 40 and 8 drum and bugle corps of Denver, with Doris Church, drum major; the 47 men and five girls of the Post No. 8, St. Paul, band; all decked out in fantastic Indian costumes; the Hanson Post No. 43, Brownsville, Tex., drum and bugle corps in Charro cowboy outfits; Fort Lauderdale, Fla., Legion drum corps in American Indian costumes, with Mary Lou Mullikin and Paula Bubber as baton twirlers; the all-fem (56 former service members) band No. 2, Post No. 379, Austin, Minn.; Beckley, W. Va., 34-piece band, boys and girls, in miners' rig with lighted caps, and numerous other musical groups in burlesque and novel trappings.

Novelty Features

Novelty features of the parade included a real callopie mounted on a jeep, a whale spouting water from its blow, a huge battleship float from Waterford, Ill.; a color guard of real Indians from St. Croix, Ariz.; horse-drawn parade float in the shape of the New York City fire department, and a horse-drawn street car, of the Grand Street Boys' Club, of New York.

After Thursday night's parade the crowd in Times Square, estimated at several hundred thousand, took over the streets and obliged police to detour all traffic.

Legionnaires on Friday were busy with meetings, Legion band contests in Central Park, and with 30 drum and bugle corps competing for \$23,000 in prizes at Randall's Island Stadium. Day also was Coney Island day with parade floats and other amusements. The parade was handsomely decorated and illuminated, and at night an elaborate display of fireworks was presented off the Coney Island boardwalk.

Entertainment for Vets

Legionnaires did not lack for amusements, as arrangements had been made through which they were able to enjoy the famous Coney Island, with a face value of \$52 each, for the sum of \$3 each. Besides theatrical fare the tickets were good for boxing bouts, rodeo and other sports, trotting races at Roosevelt Race Track, National League ball games, the Aquashow at Flushing Meadow and other amusements. In addition, Stepienbach Park, Coney Island, Rockaways Playland and Palisades Park also offered free and cut-rate tickets for rides and attractions.

Today is the day of the big parade up Fifth Avenue, with 65,000 marchers expected to be in line for the 12-hour parade which starts at 10 a.m. Besides the hundreds of Legion bands and drum corps participating, the Marine Band from Washington, the Army Band from Fort Meade, several navy bands, as well as West Point cadets and military units will be in line.

Convention ends tomorrow, but many Legionnaires will stay over for further fun and nighttime.

Indiana State Threatens To Bust '46 Mark

(Continued from opposite page)
show, after Olsen had become involved in contract conflicts.

Other acts were Karlon Kopes, Singing Cowboys, and a song and instrumental group, and Marie Lawler, singer. Talent, supplied by Indiana stations, included the Huntington Square Dancers; Nancy Lee and the Hilltoppers, with Kenny Roberts, WOWO, Fort Wayne; Dixie Four, WIBC, Indianapolis; Tex Justice and His Cowboys, WGBF, Evansville; Charlie Brooks, baritone, WLBC, Muncie; Jimmie Boyer and The Rhythmakers, WISH, Indianapolis; Van Landingham, WASH, Richmond, and Frank Farley, WIRE, Indianapolis.

Twenty-four stations, 23 of them in Indiana, and one in Louisville, were tied in a special network which carried one hour of the show. Hoosier outlets were: WHBU, Anderson; WSWA and WTCM, Indianapolis; WCSI, Columbus; WTRC, Elkhart; WEOA and WGBF, Evansville; WGL and WOWO, Fort Wayne; WOJB, Hammond; WIBC, WFTM, WIBC, WISH and WIRE, Indianapolis; WKMO, Kokomo; WASK, La Fayette; WLBC, Muncie; WKBY, Richmond; WWSB and WBSB, South Bend; WBOB, Terre Haute, and WAOW, Vincennes. Louisville station which carried it was WGCR.

Jim Wood, WGCR, announced the off-air portion of the show to Joe Kelly at the mike during the broadcast. Fred Freeland, WOWO, wrote and directed the show, music for which was written by Al Deen, conductor for several ABC network shows. S. Gresham, WISH, Indianapolis, was in charge of engineering. The show was carried on 15 stations, carried the program for free, they were paid card rates and also line, engineering and other charges, the show was carried by the Monon Railroad and Kingan & Company, meatpackers. Sponsors also paid for the top talent in the show, with the show being carried on a reciprocal on a percentage basis with Smythe for his services, expenses and other talent costs.

HILDRETH CHOOSES

(Continued from page 55)
The Star editorial standards? Could it be said that in the Hughes investigation—'nobody pushed anybody around or fenced anybody in?' Can we say of the senators that the 'discipline' in their parties is the governing element in the picture? No, the Hughes investigation is far from meeting the standards of the circus described by The Star. Then, why condemn the circus by this comparison?

"The American circus has never been necessary a censor; no legion of decency was required to control it. Its appeal is to both physical and animal perfection, presented in an atmosphere of joy. Happiness knows no boundary and laughter is a universal language requiring no interpretation. To compare the circus to the Hughes investigation is unfair to an institution born with the republic and serving as such as a traditionally clean amusement."

CIRCUS FANS' ASSN.

(Continued from page 55)
Elsie Jung, Kreis conferred with Paul Jerome (the neon clown) for whom he is designing some new neon gags. On August 11, after the night performance, a dinner was enjoyed by Mr. and Mrs. Paul Jung, Prince Paul, James Campbell and Mr. and Mrs. Kreis.

CFA Bob Tomer, Melrose, Mass., visited the Dailey show at Rumford, Me., July 18. Among the many pictures was one of the cally, with eight-up.

Mr. and Mrs. Sverre O. Braathen, Madison, Wis., gave a party after the night performance of the Big Show at their home August 13. They set up their cookhouse table in the circus room. Attending were Mr. and Mrs. W. W. Jackman, Mr. and Mrs. George E. Finnegan, Mrs. Catherine Wells, Mr. and Mrs. Dean Thomas, Stoughton; Rose and Clayton Beebe, Mr. and Mrs. Dick Miller, Al and Irene and Jimmie Millette, Donna Cameron, Regie Bogart, Vicki Balken, Katherine Kramer, Virginia Tomkins, Jack Le Clair and Mary Bennett.

Bill Brinley, Meriden, Conn., who closed his miniature circus at River-view Park, Chicago, June 30 and worked the L. A. Ayres Company department store in Indianapolis, July 5-19, is now at his headquarters lining up future stands.

Les and Bonnie Leich caught the Dailey show at Hudson, N. Y.

HISTORICAL SOCIETY

(Continued from page 55)
Congratulations are in order for Mr. and Mrs. William Kriecher, Portland, Ore., who were married recently.

An exhibit of circus model trucks, wagons, dials, etc. plus printed material, was prepared by the New Bedford, Mass., CHS membership. Display was in a leading book store in the city. Responses to the display were Edna McLeod, Lawrence Crocker, Paul Horsman, William Machado and Ernest Brunette.

E. H. (Deacon) Albright was unable to play the show for King Borets spots because the calliope and boiler must both come from the State of Massachusetts. King Borets calliope was purchased from the late Ray Choiser, of Pincineville, Ill. Pictures of the recent convention in Jamestown, N. Y. were taken by Walter Pietschmann, Detroit, treasurer of CHS. Burns Kattenberg is vacationing in New York and also will play in Maryland, C. before returning to Jamestown where he is manager of the Hotel Samuels. The American Tableau, No. 1 of Allen-town, reports the picnic was a big success.

J. A. Haviland, of Chicago, is on the sick list.—BETTE LEONARD.

GRAN CIRCO

(Continued from page 54)
hap, in which one of the prophands was seriously injured, and the big top and center poles did not arrive on the lot until 3 p.m. However, thanks to the swell job done by Willie Storey and the entire personnel, we debuted on time.

Here in Popayan we are using the Colombian army drill field for the lot. It is the best we have encountered so far. The soldiers all gather around the back door during show time. They are given a special show for the entire army camp and they all enjoyed it.

The lot is enclosed by a high wall, so instead of having the townspeople climbing over the wall to sneak into the circus, the circus folks sneak over the wall to get a free glimpse of the cock fights going on next door. We encountered one of the worst rainstorms of our tour in Popayan, Colombia. In an hour's time the lot was flooded and boots and raincoats were much in evidence.

One night we noticed hundreds of people milling around the Plaza so we decided to stage a good old circus parade. Jerry Miller got 100 performers together, sold them on the idea, and we paraded. Eddie Milan recently entertained us by showing his moving baggot. Lilla Sarmiento, ladder, is flashing her newly constructed aluminum table. Dorothy Storey received a table from her former dancing partner, Mrs. Alex Siegler, announcing the birth of a son.

Newest addition to clown alley is Pedro Tabara, midget, who hails from Colombia. Al Spiller is now known as "Friday Cat Camera Fan." After taking a snapshot, he always hands the camera to some one else to turn the film. He says he's afraid to do it himself.—JIMMIE HARRINGTON.

DAILEY BROS.

(Continued from page 54)
and Jewell Poplin, Mrs. Reinhart, Jackie Reinhart, Art Linsey, Smilin Sam, W. W. King, Mr. and Mrs. H. H. Martin Jr. and Henry III and Bill and Lou Brown.

Mrs. Rubie Ray is ill in Bethlehem Hospital. Her birthday was August 22 and because it could not be celebrated on the show, her family, together with her friends in the dressing room, sent her a portable radio and a bouquet of American Beauty roses.—HAZEL KING.

JAMES M. COLE

(Continued from page 54)
only serious casualty resulting from our two long jumps (about 100 miles each) was the cookhouse truck. It was absent for about three days, causing a strain on the McNeil Cafe, as the lunch stand is laughingly called. Meals were served there in the absence of Oscar Decker's crew.

Pete Carpenter, mechanic, left for his home in Williamsport, Pa., after the show. His departure for two weeks to get equipment in shape. June Blair left to return to her home in Pennsylvania. The writer is back in the show, but the circus is delayed due to an injured back. Rusty Parent is now doing web in the show, which makes a three-gal display in this number.—IDA MAE KERLEY.

CLYDE BEATTY

(Continued from page 54)
were added to the menagerie recently and two more spider monkeys are expected. Recent visitors: Mr. Bennett, John Howard, H. D. Hubbard and T. D. Billingsley.

An all-new brass section has been added to the Vic Robbins Band for the trouperettes brought new instruments in Dallas. Incidentally, this band is exceptionally versatile. While playing the show, different members can be seen scanning a road reading a dime novel, looking over a route card, and even jotting down a letter in the fleeting moments between bars.—DICK ANDERSON.

UNDER THE MARQUEE

(Continued from page 55)
manipulation, juggling, music, sleight-of-hand, cowboy music, etc. A string of fairs and celebrations are booked thru Pennsylvania, Maryland, Virginia, West Virginia and the Carolinas. Act will do a major stand in Florida territory starting November 15.

Edward C. (Doc) Andrews reports he is still a patient in Ward 108, Room 4, of the Newton D. Baker Veterans' Hospital in Martinsburg, W. Va., and will be there for several months.

Did you ever notice how lost the night crowd is when it comes out of the big top and finds the menagerie and side show zone?

Irving (Sparky) Young, who has been with the big tops, is still in Veterans' Hospital, Barracks 2, Bay Pines, Fla., and would appreciate hearing from friends on the Ringling-Barnum and Cole Bros. circuses.

Peggy Waddell, billed as Carlos, the Clown, who recently completed a five weeks' engagement at Stream-

line Park, Venice, Calif., plans a trip to the Hawaiian Islands and Japan late in September.

Many of the old, but copolose, seat buckets would cause it to be physically able to carry lumber and chairs.

The calliope from the former Art Mix Circus failed the parade which preceded the finals of the famous Soap Box Derby at Akron Sunday, August 17. The calliope now is owned by Tony Diano and was played by Emil Hahn.

Then there was the early-day Southern derby who claimed side show hypocrites had "eyes like wascals."

Bud R. Anderson, who was hospitalized five days with three broken ribs suffered when kicked by one of his colts, is okay again and back working his Liberty act. Anderson reports that he has purchased two four-year-olds and is breaking them into the act. While he was in the hospital, Anderson says, Doc Wells worked the act. Mrs. Anderson will play five weeks of Southern fairs for Charlie Zetter.

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200	25¢	Prize Game	28.50	7.47
200	25¢	Prize Game	28.50	7.47
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1947 PEAK EXPORT YEAR

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Inconsistent

Some Up, Some Down

CHICAGO, Aug. 30.—Survey made this week by The Billboard indicates that business among local coin firms is far from consistent.

Many manufacturing and distributing firms report that there has been an unusually sharp rise in sales during the past few weeks, indicating an early recovery from the so-called "summer slump." In past years, these columns said, the seasonal lull usually broke about September 15, but this year the comeback has been well ahead of schedule.

A like number of firms, however, said that this year is running a close parallel to the general run of years, with business awaiting an expected September break. A few firms indicated that their business was below average, but these were in the minority. One firm reported that the June-July-August period has always been its heaviest.

Speakers for several of the companies experiencing an early break said that they thought that buyers might be buying now in anticipation of a price hike in the near future. They added, however, that they feel such a belief is unfounded.

Several columns had indicated previously that they felt the extended heat wave would put a serious crimp in August sales, but this week's survey uncovered few cases where August sales had fallen below what is considered the average level.

Continuing shortages in some types of equipment, notably venders, are helping to hold up any possibility of a serious fall in demand for equipment, distributing firms say, and there seems to be increasing demand for new types of amusement games, especially from arcade owners.

Many firms distributing new types of coin machines report a backlog of orders too heavy for present factory outputs to fill.

July Federal Tax Report

WASHINGTON, Aug. 30.—Federal taxes on coin-operated devices in July, first month of 1947-48 fiscal year, took a \$299,654.38 drop from July, 1946, when they were \$8,184,951.58. July, 1947, figures announced this week by the U. S. Bureau of Internal Revenue were \$7,885,297.21.

As is generally the case in July, last month's taxes were well above those collected in June when \$1,969,117 entered the federal treasury from payments by coinmen.

Mailomat Out

NEW YORK, Aug. 30.—The first Mailomat, coin-operated postage stamp vender and mailer, to be made on the assembly line principle was placed on location this week in the Bronx Central Annex, 149th Street and Grand Concourse, with Albert Goldman, New York postmaster, inserting the first letter in the machine. The letter was addressed to President Truman.

This machine was the first of 50 that will be distributed in 35 cities. New York previously had had four experimental machines scattered at important mailing points. Vender is manufactured by Pitney-Bowes.

N. Y. C. Game
Mach. Ass'n's
Join Forces

Hahnin Prexy of Combine

NEW YORK, Aug. 30.—Joining of the Associated Amusement Machine Operators of New York (AAMONY) and the Greater New York Vending Machine Operators' Association (GNVMOA) under the AAMONY name was completed at a combined meeting of two groups in the Capitol Hotel Thursday night (28) thru efforts of Joe Hirsch, AAMONY's president.

Before the war when games machines were strongly entrenched in the city, both organizations were considered strong factors in the city with GNVMOA having almost a complete membership of the Brooklyn amusement machine operators. Combined organization now speaks for almost all the operators of amusement games machines in the five boroughs of the city.

Officers Elected

One of the first chores of the New AAMONY organization was the election of officers. Hirsch was elected to the chairmanship of the board of directors and Joe Hahnin was named first president of the combined groups.

Teddy Blatt, who formerly has done a good share of the legal work (See N. Y. ASS'NS on page 122)

Coney Island's Mardi Gras
Set for Sept. 3 Thru 14

NEW YORK, Aug. 30.—Details for the Coney Island 1947 Mardi Gras, to be held September 3 thru 14, have been completed, and the event is expected to bring more than 1,000,000 visitors into the area. The theme will be Carnival of Song, according to the sponsoring Coney Island Carnival Company.

Elaborate floats will be used to emphasize the opening of the Mardi Gras, and on each float there will be a group of girls recruited from the Barbizon School of Fashion Modeling. Arcades in Coney Island will be dressed up for the event, with operators now reworking their locations for the heaviest influx of visitors expected in years.

\$2,754,238
In Half YearJuke box prices paid by
foreigners down; amusement
games, venders up

WASHINGTON, Aug. 30.—All-time coin machine export records will be broken this year, despite the fact that export totals have tapered off according to official U. S. Department of Commerce statistics. The latest statement from the department shows that manufacturers, distributors and export-import houses in this country were able to ship \$361,209 worth of machines during June. This brings the total for the first six months of 1947 to \$2,754,238—or slightly under the \$3,000,000 record high established in pre-war days.

Latest report on U. S. exports likewise discloses that the average price foreign buyers are paying for juke boxes is declining while the price paid for amusement games and vending machines is on the way up.

Pacific Shipments

Shipments to the Pacific area—including the Philippines, China and Korea—were made during June, the commerce department says. Although the Philippines have developed into steady, the unspectacular purchasers of U. S. coin machine equipment, June marked the first time China and Korea have popped up in the export lists for years. Since both China and Korea are countries impoverished by the war, and functioning without coinage, the market for coin machines in that area is not worth exploring. But the Philippines, in addition to being a good market in themselves, may eventually make a good shipping point, or distributing center for the Pacific market, including Australia when that country relaxes its import regulations.

As they have for many months, Canada, Mexico and Cuba took top spots in the commerce department's report on coin machine exports. Canadian buyers are still spreading their purchases thru music, games and venders, with music far in front. Average price paid for phonographs imported by Canadian coin firms during June was a mere \$127. What this modest figure represents is impossible to tell, since the commerce department does not release any information for the public other than (See 1947 Peak on page 122)

CMI Mails P-R
Contest Folder

CHICAGO, Aug. 30.—Coin Machine Industries, Inc. (CMI) this week sent out to its member listing details of their public relations contest for 1947 (The Billboard, August 2).

In announcing the issuance of the folder, CMI officials pointed out that definite consideration will be given all members of the industry who work on the current Danbury Cannon Food Contest. Emphasis is considered this is the outstanding CMI public relations project so far.

Coin Machine Exports

June, 1947

COUNTRY	No.	Total Value	Phonographs	Value	Venders	Value	Amusement Games	Value	Price
Canada	1,220	\$156,119	746	\$9,887	\$127,165	\$19,877	\$120	309	\$42,345
Cuba	137	60,574	106	54,437	513	9	3,407	378	22,730
Mexico	130	37,375	107	36,871	344	...	...	23	540
Philippine Rep.	29	12,125	28	12,125	...	...	...	9	1,191
Venezuela	41	20,002	36	18,942	526	5	1,060	212	...
Argentina	29	14,285	29	14,285	493	...	...	...	...
Canal Zone	31	8,514	1	675	675	...	...	30	7,839
Panama	29	7,253	...	...	...	...	...	29	7,253
Guatemala	13	7,068	...	7,068	543	...	...	...	...
Salvador	12	6,878	12	6,878	573	...	...	...	...
Union of So. Africa	32	5,198	32	5,198	162	...	...	...	...
Brazil	5	4,751	5	4,751	950	...	...	...	...
China	7	3,430	4	2,502	626	3	807	812	...
Korea	9	3,300	...	...	...	...	...	9	3,300
Sweden	3	2,234	3	2,234	744	...	...	...	...
Hong Kong	1	941	1	941	941	...	...	...	...
Costa Rica	1	725	1	725	725	...	...	...	...
Other Countries	1	700	1	700	700	...	...	...	...
TOTALS	37	1,728	4	1,113	278	6	250	42	365
TOTALS	1,775	\$361,209	1,129	\$270,141	\$239,188	\$25,541	\$136	458	\$65,527

COIN MACHINES

High Court Hurdle Left

Opinion of atty. general says free-play pins legal under 1947 Minnesota law

ST. PAUL, Aug. 30.—Free-play pin games were declared legal in Minnesota in an opinion handed down Friday (28) by the State's Attorney General J. A. Burnquist. The decision was made at the request of Bruce Broady, corporation counsel for the city of St. Paul, who had asked whether a free play won on such games constituted a "prize" within the meaning of Minnesota's lottery or gaming laws.

One hurdle still faces amusement game operators in Minnesota—the State Supreme Court, which may be asked to render a final official decision. Since the welfare of the entire amusement machine trade in the State is affected, concern throughout the Midwest are watching developments carefully.

Burnquist's Opinion

"It is my opinion," Burnquist wrote in his reply to Broady, "that the operation of pinball machines which return to the players thereof only free replays should not, until the enactment of more definite legislation to that effect, be considered as violating either the lottery or the gambling laws of the State."

The question put to the attorney general had held up the licensing of some 17 free-play pinballs.

"If the right to a free play so won," Burnquist wrote, "does not constitute a 'property' within the meaning of Minnesota statutes defining a lottery or 'any money or other property' within the meaning of the anti-betting statute relating to gambling, the operation of pinball machines for amusement purposes where the only reward is a free replay or replays would not be illegal."

Statutes Relevant

Altho laws in other States may cover free-play devices, Burnquist maintained that the only statutes enacted by Minnesota's Legislature are relevant in this instance.

The attorney general said that the apparent intent of the Legislature to keep free-play games in the non-gaming category is contained in the language of the anti-betting machine law enacted by the 1947 State Legislature at the insistence of Governor Luther W. Youngdahl.

In that law's definition of what constitutes a gaming device, only pinballs "which return coins or slugs, chips or tokens of any kind, which are redeemable in merchandise or cash" are termed illegal.

Declaring that Minnesota's lottery and gaming laws "do not as explicit as they ought to be," Burnquist pointed out that the Minnesota Supreme Court had no occasion to interpret the anti-gaming laws on this point. He cites, however, decisions by the Minneapolis Municipal Court in 1935, and the Ramsey County (St. Paul) District Court in 1936 holding that free-play games are legal.

Test Case in Court

Case bearing on the legality of free-play games now is before the State's highest tribunal in an appeal from a ruling by Ramsey County District Judge Pearson that such games operated by Ramsey County Amusement Machine Operators' Association should (See Minn. Attorney Gen. page 122)

Run on New Reels For N. Y. Peeps

NEW YORK, Aug. 30.—Hundreds of new reels for the penny peep show machines in amusement arcades all over the city have had to be issued because of the more than 1,000,000 American Legionnaires and their families that were in town this week, according to William Rabkin, president of International Mutoscope Corporation.

Arcade owners demanded everything from Hoot Gibson, William S. Hart, and Tom Mix reels to ones titled *A Shocked Beauty*, *Red Hot Mama* and *When Lights Are Low*. Charlie Chaplin, Fatty Arbuckle, Harold Lloyd and Buster Keaton reels were also in demand, Rabkin said.

Detroit Firm To Dis. Vendo

DETROIT, Aug. 30.—A new firm here, Automatic Machines, Inc., will act as distributor for the Vendo coin changer for Michigan's lower peninsula with the exception of Kent and Ottawa counties.

President of the newly incorporated company is John D. McGillis, who was formerly head of the War Production Board in Detroit. Kenneth M. Burns is secretary-treasurer and active head of the firm, was formerly secretary to board of directors as well as Detroit's vice president. Bank. C. B. Larsen is vice-president and also vice-president of the Cunningham and Shapero drugstore chain.

Directors listed include Edward J. Jeffries Jr., mayor of Detroit; Nate Shapero, president of the Cunningham and Shapero drugstore chain; John M. Toolin, president of the J. M. & P. grocery chain organization in Michigan and adjoining States; Frank A. Pisard, federal district judge, and Ray A. Shapero, son of Nate Shapero.

Graduation Dinner for NAAM Vet School Set

ATLANTIC CITY, Aug. 30.—Because of the election Tuesday, November 4, the graduation dinner of the first class of veterans from the coin machine mechanics' training school now being conducted in the Manhattan Trades Center, New York, City, will be held in a mid-town, New York hotel Thursday, November 6, according to F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAM).

School of 24 veterans is being sponsored by NAAMCO, the New York City Board of Education, and the Veterans' Administration. Second class, to be started around the middle of November, will have at least eight of the veterans from the first group, A. P. Henry, senior instructor of the Manhattan Trades Center, states. Increase in students is due to the letters being received from all parts of the United States from vets who wish to join the special school and the fact that all three sponsoring organizations are more than pleased with the results of the first class.

Plans for a list of nationally-known figures in the coin machine

Pinball Lamp Supplies Now In Abundance

Sky-High Prices Down

CHICAGO, Aug. 30.—One shortage that is definitely over that of pinball lamps. After a prolonged period of pinball blackouts, the availability of lamps became a reality a few months ago, but recently it has gone even further toward post-war recovery—competition.

Pinball firms say that they are being besieged with salesmen fighting for the lamp business. Added to the pre-war picture are several surplus war goods firms which have acquired a large supply of suitable lamps.

About four months ago the lamp-supply picture was so dark that manufacturers were searching the country for available stocks and paying as high as 300 percent over the standard price to get what few adaptable lamps there were. Along with the competition now, pinball men say, there has been a back-to-normal price drop.

Chicago Coin Patents New Scoring Feature

CHICAGO, Aug. 30.—New five-ball novelty game, Gold Ball, introduced by Chicago Coin Machine Company last week, has a patented scoring feature. The game, which uses five balls, firm heads Sam Wolberg and Sam Gensburg have announced.

The four "silver" balls can score from 1,000 to 20,000 points depending upon the hole they drop into, or by means of either one of the two roll-overs. The "gold" ball automatically causes the score to be doubled over that of a silver ball play. Thus, if the single gold ball drops into the 10,000 point hole it automatically registers 20,000 points on the scoreboard.

Industry to attend the dinner, as well as leaders in the national government, are now being completed, including the Veterans' Administration and general newspapers and magazines will also be present as guests or speakers, among them William D. Littleford, publisher of The Billboard.

At the present time 17 coin machine manufacturing firms are co-operating in the instruction program designed to send guest instructors to teach the vets inside study on machines manufactured by the firms that the guest instructors will represent. Hermin Daddis was announced this week as the guest instructor from Amusement Enterprises, Inc., New York, on September 18 and 19.

Jack Firestone will act as guest instructor for Firestone Company, Brooklyn, on September 24 and 25. Besides the already announced firms that will instruct, Smith states that several juke box manufacturing firms will be added because of the addition of music machines to the course of study.

Drive for used coin machines, whether in working condition or not, (See NAAMCO Graduation, page 122)

Real Jackpot!

HOLLYWOOD, Aug. 30.—In a recent column, comedian Bob Hope told of a new pinball machine here in the film capital that, when you get the jackpot, not only lights up, but Orson Welles narrates the Gatsbyward Address while the glass slides back and Goldwyn Girls come up and sing You're the Top.

Bally Appoints V. Christopher Eastern Distributor

CHICAGO, Aug. 30.—Bally Manufacturing Company has appointed Virgil (Chris) Christopher, veteran coin machine sales executive, as regional distributor for Maryland, Delaware, Virginia and Pennsylvania, according to an announcement by George Jenkins, Bally vice-president and general sales manager. Christopher's headquarters are at the Chris Novelty Company, Baltimore.

Christopher is already well known in coin machine circles. He has been associated with the industry since 1935, when he became sales manager of a well-known manufacturer of ball machines. In 1938 he became a distributor of Bally products in Georgia and in 1940 joined a distributing firm in Michigan. During the war, he acted as a special investigator for the War Production Board.

Christopher is a partner of the Christopher-Laker Company, Miami.

New Deal Firm Holds Opening

NEW YORK, Aug. 30.—Grand opening party of New Deal Distributors, Inc., Thursday (28) brought about 150 operators and well-wishers to the 10th Avenue firm's headquarters, according to Max Green, owner of the new coin machine distributing organization. Firm handles distribution of Buccanear and Skill Wheel in New York City. Connecticut, besides acting as distributors for other new and used amusement games, music and vending machines. The new firm has received orders from many coin machine manufacturing firms and friends were received. Eddie Coffey is in charge of the new firm, which is the new distributing organization.

United Mfg. Intro. Hawaii to Trade

CHICAGO, Aug. 30.—United Manufacturing Company announced this week the details of their new pin game, Hawaii. New game is a five-ball novelty replay table.

With the addition of several new features, United has capitalized upon the most popular features of their Mexico game to produce the new product. Among the added features is a super-bonus which steps up to 100,000.

Game is designed to give high scoring by several separate steps. Included are multiple ways to score free play, a super-bonus feature, a multiplier are in a Hawaiian motif, as is the face of the playing table.

VENDERS' COUNCIL

Vensom Co. Readies New Drink Mch.

Plans Early Sale to Ops

MONTGOMERY, Ala., Aug. 30.—The Vensom Company, of this city is readying a new pre-mix type soft drink vending machine, according to N. K. Ransom, president of the firm. Affiliated with Ransom in the company is G. A. Kirven, president of the Pepsi-Cola Bottling Company of Montgomery.

Altho the firm is not ready to disclose complete mechanical details and features of their new machine, Ransom said that the firm plans to sell its machines direct to operators, and he added that the Vensom Company is preparing an operational program to assist others in establishing their routes.

This much detail Ransom did reveal to *The Billboard* that the new vender will have only one motor, that it will be adjustable to serve any size drink from six to 12 ounces. Officials of the company are now debating the advisability of building a coin changer into the vender.

Ransom said that the cup vender, probably will be manufactured on a contract basis in an unnamed company in Connecticut.

Kayem Products Names Distribs For Two Areas

LOS ANGELES, Aug. 30.—Two distributors for Kayem Products were named this week when Aubrey Stemler, international sales representative, appointed Joe Holloway and Larry Yost.

Holloway, formerly advertising manager for Alrecon, will handle the Kayem products, including the Vita-O-Min, Dental Kit and chewing gum in Missouri, Oklahoma, Kansas and Nebraska. Holloway's headquarters are in Le Centre, Kan. He has five offices on the road in the territory assigned him.

Yost has been assigned the distribution in Texas. Altho now located in Le Centre, Kan., Holloway, Yost plans to set up headquarters in a large Texas city in the near future.

Both distribution contracts become effective September 1, Stemler said.

Another Drop In Ball Gum

CHICAGO, Aug. 30.—Another drop in the price of ball gum was reported this week as Monmouth Ball Gum Company, Seabright, N. J., announced bulk pricing of 120-count gum balls at 35 cents per pound.

New price, however, represents only a drop in price by weight over previous low of 40 cents per pound. The 40-cent price was for 140-count pound of same sized balls, which is the current low piece price.

Several established firms are currently carrying 30-inch gum balls 140 count, at 40 cents per pound in bulk lots and 45 cents in smaller lots. Currently 170-count ½ inch balls are also being sold at the same price per pound.

Operators' Show Windows Good Business Getters, Says K. C. Op

KANSAS CITY, Mo., Aug. 30.—Vender operators who display their windows available and use them properly to show their machines will find them excellent business getters, according to Henry Siler, of Silent Vending Company here.

Siler, whose firm moved into new offices and warehouse space on Prospect Avenue last month, said he has already picked up a number of good locations as a result of having his machines on show. He said he had long felt that vending machine operators were missing a bet by not putting machines in their show windows, but he had been prevented from trying out his idea by the shortage of business space here.

When he bought his present building, he determined to give his idea a trial, and he said the results to date have been excellent. He makes a practice of keeping at least one machine on display in the window at all times. Usually, he has a cigarette or candy vender in the window, but if that is not possible, in the present shortage of venders, he places two or three gum venders there. At night he plays a spotlight on the machine and uses a neon-outlined clock as an additional attraction get.

New location of the firm provides more than 3,500 square feet of business space, he reported, and it is so arranged that he can drive both of his route trucks right into the warehouse at night for reloading. There also is ample space for a third truck, which he plans to add soon. His two sons, Henry Jr. and Francis William, are associated with him in the company.

Miss M. J. Davis announced Wednesday (27) the formation of Automatic Merchandise Distributors. Firm has headquarters here, will distribute vending machines and merchandise to be sold thru venders.

Vender Distrib Firm Formed in Memphis, Tenn.

Miss Davis disclosed that the firm has been named as a representative of the Parker Products Company of Knoxville, and will handle the Bert Mills Coffee Bar, the Viking Minut Pop automatic popcorn machine and the Snively pure orange juice machine. Automatic will also handle the One-Use Tooth Brush vender, gum machines and such vender supplies as Chalcets, Dentene and Beeman's gum, and razor blades.

The firm, which expects to maintain approximately 15 salesmen on the road at all times in order to cover the South, includes among its officers S. E. Davis, formerly with Mills Automatic Merchandising Corporation, general sales manager, and D. A. Parker, general manager.

James Stitt to Dixie Cup

EASTON, Pa., Aug. 30.—James Stitt has been added to the sales, promotion and advertising staff of Dixie Cup Company, it was announced this week by J. D. Catlin, director of marketing and public relations. Stitt formerly was with Hopkins Equipment Company, Hatfield, Pa.

Question Constitutionality Of Pa. Soft Drink Tax Law

PHILADELPHIA, Aug. 30.—First of several suits to test the constitutionality of Pennsylvania's new soft drink tax is expected to get its hearing in early fall, with other suits anticipated in the near future.

The first test was initiated by Marshall A. Morgan, Philadelphia counsel for a group of sirup manufacturers. Morgan, in his case, pointed out reasons why he considered the law unconstitutional. As he said, lacks uniformity since it taxes volume, not value. This makes the law "unfair, discriminatory and confiscatory," he contends. Attorney also says that tax law is defective technically because its title is misleading and deals with more than one subject.

Taxes All Drinks

Act imposes tax of 1 cent on each 12 ounces or less of bottled soft drinks, regardless of price, and one-half cent an ounce on fountain sirups. Present indications are that several large operators are planning for constitutional court tests to determine the constitutionality of the tax law. Several of these actions, informed quarters said, are in preparation.

Tax law imposes general hardships on beverage vending machine operators in Pennsylvania. Penny tax hikes the satisfactory sale price for soft drink beverages to 6 cents and most operators have not been able to

change over their coin chutes for multiple coin operation to handle a 6-cent charge.

Rely on Volume

Operators continuing 5-cent sales are hoping that added volume will help make up for the lost penny in revenue. Several operators have made arrangements whereby a 50-50 break-up in the tax is arranged with the location owner paying half, while the operator puts in half.

In several locations in this area, cup venders are now underselling bottle venders which have converted to six cents sale, operators report.

First month returns on the tax were far below the expected \$1,450,000 monthly yield estimated by the proponents of the bill. July receipts were only \$363,288. However, State Revenue Secretary David W. Harris said that the first month was not representative of what the levy will yield in the future.

At the time the bill was being considered, soft drink operators bitterly opposed it on the basis that legislators were miscalculating the volume the tax would yield. Tax is part of a \$140,000 program designed to finance expansion in State mental hospitals and other State services. Initial estimate was that the soft-drink tax itself would bring \$35,000,000 into the State treasury.

Simplicity Key Problem

Independent operators see need of organization to work out mutual program

By Dick Hodgson

CHICAGO, Aug. 30.—Simplicity in design and lower prices, coupled with more machines, are the answers to the major problems of independent coin-operated cup vending machine operators, a survey of the soft drink field showed this week.

Particular stress was placed upon the simplicity of design angle. Operators claim that at present beverage venders are far too complicated for the average operator, whose service problem is acute due to the definite lack of experienced servicemen. Independent operators insist that if they could get together with manufacturers they could bring about many needed changes that they have found necessary thru their experience with the machines on location.

Need for Anderson

Walter (Andy) Anderson, of Automatic Beverage Dispensers, Inc., here, said that during recent trips to various sections of the nation he had discussed this problem with other independent cup vender operators and they feel a national association of independent operators would be a great help in that it could send representatives to manufacturing firms with ideas for more simple designs.

Thus far, Anderson claims, cup vender designs have been mainly aimed at suitability for large beverage concerns, while problems facing independent operators, because they have not properly been brought to manufacturers' attention, have been neglected.

Simplicity of Design

Operators feel that simplicity of design would not only help the service problem, but would tend to bring down cost, enabling operators to expand their routes without such a proportionately large investment as is necessary today.

The problem of obtaining more equipment, the operators realize, depends upon the availability of more simple machines. Operators claim there have been neglected by many of the firms who supplied them in the past. Not only have these firms gone in for large quantity supplying of venders to large beverage concerns due to the smaller overhead involved, but they are failing to provide parts necessary to keep older equipment now in use. (See Simplicity Key on page 100)

Baltimore Firm Has New Vender

BALTIMORE, Aug. 30.—A new nickel hot nut vender is being manufactured by the Denver Manufacturing Company, Denver, Colo. The machine has a removable baffle and bronze bearings. Standing 18 inches high, the machine has a depth of 10 inches and a base of 8 1/2 inches.

Firm states that its machines can be used to vend all types of nuts and confections. Headquarters of the new coin machine manufacturing organization are at 1225 Washington Boulevard.

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IMMEDIATE DELIVERY

Here's the lowest priced scale on the market—and the only small type scale with fortune real. It's easy to place on location—has triple appeal: Correct weight—fortune telling—lucky number. Only \$89.50 complete, F. O. B. Columbus, Ohio.

WRITE FOR FOLDER AND SPECIAL QUANTITY DISCOUNTS

- ★ Sturdy construction. Tempproof hood.
- ★ Operates automatically. No electricity or plugs.
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TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

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40c Per Pound

500 Pounds 5/8 (70,000 Balls) \$200.00

500 Pounds 1/2 Inch—170 Count—(85,000 Balls) .. \$235.00

On orders less 500 pounds, 2c per pound additional.

Full cash with order—prompt shipment

FREIGHT PAID TO YOUR DOOR

MINIMUM SHIPMENT 100 POUNDS.

ROY TORR

Lansdowne, Penna.

Candy Manufacturers Say No Corn Sirup Shortage Anticipated This Fall

Increased Production Expected To Offset Rising Costs

CHICAGO, Aug. 30.—Corn crop prospects are a minor worry to candy manufacturers, candy bar makers told *The Billboard* this week. A short supply of corn sirup is not looked for by most firms, and even if such a shortage did materialize candy men say formulas could be altered to use more sugar as a sweetening agent.

Pointing out that the dismal outlook for heat ravaged cornfields was brightened last week when rains fell to check crop deterioration, candy officials now believe that many bushels of corn will be saved and harvested, and they predict that an earlier scare of "no corn and a big cut in corn sirup" is unwarranted.

Many candy vending operators and other candy retailers of the opinion that the anticipated sirup shortage would up prices of vender and over-

the-counter sales, giving the already upward price trend an evidence, are being told by manufacturers that any immediate price rise will not be due to material shortage. Instead, candy firms say, any future price hike can be traced to labor and general operating expenses.

"It isn't corn or corn sirup we're worried about," said Leo Pitts of Chase Candy Company here. "Take the recent rise in the price of coal for instance. We figure that this is one of the many important factors in the ultimate rise in the price of our product. When it takes the better part of a pound of coal to produce a pound of candy, you have some idea of what such price increases mean to the price of the final product."

Pitts added that an increase in production would tend to offset rising prices to some extent, but while basic ingredients are now available to produce greater quantities of candy, trained help is not. "And without trained help we cannot make a quality product," he stated.

Victor Gies, sales manager of Mars, Inc., was of the opinion that while there may be some squeeze in corn sirup supplies this winter, it would not prove a major problem. He added prices would not hinge primarily upon whether or not sirup was available in quantity, as candy firms could be changed to see whether other plant costs would force an upward move.

Opinion in the industry seems to be that the price per box of bars would move up from the present average of 75 cents per box to 85 cents, with medium and small firms charging the higher price. Most of the large firms currently are maintaining a 72-cent price. While this might mean that a number of dime bars would again hit the market, in addition to those already being sold, spokesmen said that those firms now successfully carrying nickel bars would endeavor to keep to that price and do little experimenting with the higher price bar.

Hershey Statement Lists Year's Sales

HERSHEY, Pa., Aug. 30.—Hershey Chocolate Corporation, in making its financial statement for the first half of 1947, has included sales for the first time. Volume for the six months ended June 30, this year was \$54,000,000, "substantially ahead of same period in 1946, according to company officials. Net profit for the first half of this year was \$22,283 or \$6.05 a share on 885,749 common shares. Last year the same period returned a net of \$32,021.536 or \$4.35 per common share. Company has set aside a reserve of \$2,000,000 out of net earnings as of June 30 this year "for future inventory price declines," equal to 100 per cent share, according to the statement.

Firm's stockholders are to vote September 15 on a proposed three-for-one stock split. It was stated.

Reynolds Declared Dividend

NEW YORK, Aug. 30.—R. J. Reynolds Tobacco Company has declared a quarterly dividend of 90 cents per share on its preferred stock. Dividend is payable October 1 to stockholders of record on September 10.

Peanut Firm Answers FTC Lottery Case

WASHINGTON, Aug. 30.—Denial of charges that it used lottery methods in sale of peanuts was made this week by the Arkansas Peanut Company of Hot Springs, Ark., in an answer filed with the Federal Trade Commission (FTC) this week.

FTC's complaint against the firm alleges that typical of the respondent's sales plan was one involving the enclosure of cash in a "small number" of an allotted 30 packages of peanuts in each carton, with purchasers procuring the money "wholly by lot or chance."

Firm admitted the use "in some instances" of the sales plan described in the FTC complaint, but it denied that it constitutes a game of chance, gift enterprise or lottery scheme.

John E. Haynes, trading as Arkansas Peanut Company, also denied that by using the sales plan he has placed in the hands of others the means for conducting lotteries, as charged by the FTC complaint.

FTC, in disclosing the firm's answer to the complaint, pointed out that the reply to the charge admitted no denial that the plan was used in interstate commerce, but calls on the commission to prove its jurisdiction on this issue.

Hearing on the case will be held in the near future, the FTC said.

Ohio Tobacco Men Plan Sept. Meet

COLUMBUS, O., Aug. 30.—Ohio Association of Tobacco Distributors (OATD) will hold a three-day convention here September 26-28, celebrating the organization's fifth anniversary. Officials in the candy and tobacco trades will speak during the meeting.

Among the speakers slated to appear on the program are Frank Steffens, sales promotion manager of Walter H. Johnson Candy Company; Eric Calamia, president of Retail Tobacco Dealers' Association; John Kolodny, managing director of National Association of Tobacco Distributors, and William H. Bailey, chief of the Ohio cigarette tax division.

DAVAL PRODUCTS CORPORATION
1512 N. FREMONT ST. • CHICAGO 22, ILL.

New Yorkers Gripe About Switches in Vending Machines

NEW YORK, Aug. 30.—Letters to the editor columns of local newspapers have been carrying humorous and sngry letters from purchasers of chocolate and gum thru vending machines in the New York subways for the past several weeks. Brand shortages are quoted as the reasons for the mix-up of items in columns mentioned by letter writers, according to the New York Subway Advertising Company, operators of the vendors.

Main complaints are centered on vending "Double Mint Gum in Juicy Fruit columns" and "Bitter Sweet Chocolate instead of Milk Chocolate" in Hershey machines.

NAMA Mails Hotel Forms For Dec. Meet

CHICAGO, Aug. 30.—Reservation forms for hotel rooms at the National Automatic Merchandising Association (NAMA) 1947 convention and exhibit December 14-17 at the Palmer House here will be mailed to NAMA members this week, George M. Seedman, convention chairman, announced Friday (29).

NAMA disclosed that a questionnaire survey of members by mail made in June indicated that almost every member planned to attend and bring one or more guests. As a result, 200 additional rooms were reserved at the Palmer House. Available reservations include single, double and twin bedrooms and suites. Seedman said that reservations should be made with NAMA and not thru the hotel. Those planning to attend who are not members should write to the association's headquarters at 120 S. La Salle Street, Chicago, for hotel reservation forms.

First NAMA exhibit of merchandise and vendors is expected to attract more than 2,000 association members, guests and others interested in automatic merchandising.

West Coast Match Plant Begins Work

LOS ANGELES, Aug. 30.—S. M. Rosenberg, Universal Match Corporation's vice-president and director of sales, announced Thursday (28) that the firm's newest match plant, located here has begun operation to expedite deliveries of West Coast orders.

New plant, which houses 30,000 square feet of floor space, has as its site a five-acre tract which provides for considerable expansion. Rosenberg revealed that Universal plans to make the new Los Angeles quarters a model plant, similar to those now operating in St. Louis and Hudson, N. Y. He also disclosed that more than 20 years of constant improvement by Universal engineers have combined to equip the new factory with completely modern match making machinery and printing presses.

Also made known at this time was the augmentation of Universal's Pacific Coast sales force, now in process, which will increase by eight representatives the number now covering this growing region.

In addition to the previously mentioned factories, Universal also owns and operates wood and book match plants in Spokane, Wash.; Wheeling, W. Va., and Duluth, Minn.

Chicago Will Get Showing Of Kwik-Kafe

Set September 2

CHICAGO, Aug. 30. — Rudd-Melikian, Inc., Philadelphia firm making the Kwik-Kafe coffee vander, has announced that the vander will be shown for the first time in the Midwest September 2 to 7 at the Hotel Stevens here.

Firm officials state that the Kwik-Kafe hot coffee vander is currently being delivered to franchised operators thru distributors. Such deliveries, according to Lloyd Rudd, president, were begun as early as March of this year.

425-Cup Capacity

Having a 425-cup capacity, the coffee vander stands six feet high, 33 inches wide and 18 inches deep. Cabinet is brown with cream trim. Machine vends a wooden spoon with each cup of coffee, and separate buttons deliver cream and sugar.

Rudd-Melikian has operated 30 of the vendors in Philadelphia test locations for over the past year and has stated that it will retain the operating franchise for that city for the present.

Before the war both Rudd and the firm's vice-president, K. C. Melikian, operated combination cup beverage and candy vander routes in Philadelphia.

Carton Cooler Displays New Bottle Vender

KANSAS CITY, Mo., Aug. 30.—Carton Cooler Company will display its new bottle vending machine at the offices of the Dr. Pepper Company in Dallas next week, George Bockover, president, announced.

New machine has a total capacity of 100 bottles and it employs a dry-air refrigerating system rather than the ice-cooling method employed in Carton Cooler machines before, Bockover said. Vender has room for 30 bottles in the actual vending compartment and another 70 bottles in the pre-cooling compartment. It is a console type vender.

Bockover said his company expects to go into production on the new model in September at the rate of approximately 200 machines per month. He said the only supply difficulty encountered so far has been on steel, which has been both scarce and high-priced. He said he has been assured of ample supplies of condenser units and other refrigerating equipment.

Bubble Gum Plant To Rise in L. A. County

LOS ANGELES, Aug. 30.—A. J. Paris, 29-year-old Greek-American who zoomed to fame and fortune during the war years by manufacturing and importing bubble gum in Mexico, announces that he will open a \$750,000 bubble gum factory in Los Angeles County which will employ several hundred people.

The bubble gum king is also planning a plant in MacAllen, Tex. In addition to the American market, Paris exports gum to 11 foreign countries.

From his suite in the Biltmore Hotel here, Paris declared that the only principal country which doesn't buy his product is Russia.

"Automatically Yours"



The Perfect Machine That Sells Cigars

All Clean, Shining, brilliant CHROME

Alive With Appeal • Pool Proof • Stug Proof • No Jamming • No Ripping • Humidor Equipped To Insure Fresh Cigars • Coin Returns When Machine Is Empty.

AND COMPACT • IMAGINE!

Only 6" by 30" of wall space needed and it holds over 50 cigars. Can be attached to cigarette machine, on wall or any other space.

OPERATOR'S PRICE

F. O. B. Newark, N. J. **\$34.50**
\$2.00 discount for cash

Floor Stand

(1 Sq. Ft. Space) **\$7.50** Extra

TIME PAYMENT PLAN

3½ down, balance in 12 monthly installments at no interest!

LEADING BRANDS OF CIGARS AVAILABLE AT DIRECT FACTORY DISTRIBUTOR PRICES

ORDER TODAY • IMMEDIATE DELIVERY

STANGE • SHARENOW • DISTRIBUTORS

Military Park Bldg., 60 Park Place, Newark, New Jersey • Market 2-2480

ALKUNO'S

Vendors that Vend!

VIKINOR 5^c
HOT NUT VENDOR

The VIKINOR is a completely redesigned, truly modern vender with the emphasis where it counts and pays—the working part! In trials the dispenser mechanism was operated 100,000 times, turning over at the rate of 200 revolutions per minute and when the test was over the machines were still in perfect operating order.

Finished in sleek-producing gleaming white enamel and contrasting maroon or blue enamel trim. For counter use or with wall brackets and floor stands.

Exclusive Distributors Now Available — Write!

Send for free literature and price list.

ALKUNO & CO., INC.

Mechanical Manufacturing Laboratories

406-408 Concord Avenue, New York 54, N. Y. Phones: MEtrose 5-7757

join the POPCORN PROFIT PARADE!



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CORN
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GET
HEP
HEP
TO
PROFITS



'POP' CORN'S AUTOMATIC VENDING MACHINES

Hep, two, three, four—march right into profits with a battery of "POP" Corn's Automatic Vending Machines. These modern attractive Vendors are mechanical salesmen who will corn-er EXTRA PROFITS. Supplying fresh and crispy well-seasoned popcorn, it's a sure money maker. A small investment will put you in big business. Write for full details and name of your nearest distributor—get in the Popcorn Profit Parade!



F&C Co.
Box 5998
Dallas, Texas

Rains Bring New Hope for Popcorn Crop

CHICAGO, Aug. 30.—Rain and cooler weather this week thruout the Midwestern corn belt brought hopes of some relief from the prospect of a drastic popcorn shortage this year. A Spokesman for U. S. popcorn manufacturers said here this week that the rain has helped considerably, but that much more is needed before there will be any large-scale relief for the popcorn crop. It's still too early to predict definitely just how large the harvest will be, he said, but indications are that the yield will be far below average.

In certain areas of the corn belt, where crops had previously been good, a driving wind early this week laid heavy stands low, damaging a good deal of the corn.

Interpreting the situation into its probable effect upon popcorn vending machine operators, industry spokesmen said that the price of popped corn may not be any higher than it is currently since the price of oil is still seasoning. They pointed out a curious factor is that when popcorn gets scarce and prices go up, there always has been a corresponding drop in the price of oil and seasoning such as is taking place now.

Altho there is no doubt that the popcorn crop will be drastically low popcorn men said that they felt that there was a possibility that the actual amount of corn available for market may be very close to the demand since a shortage is likely to bring out "hidden corn" which is being hoarded by its owners in hopes of higher prices which would naturally accompany any harvest shortage.

Name Fred Stumm Lehigh Distributor

PHILADELPHIA, Aug. 30.—Fred Stumm was announced this week as representative of Lehigh Foundries, Inc., manufacturers of the FX cigarette vendor, in the Philadelphia area of Pennsylvania, Delaware, Maryland and the District of Columbia, according to Neil Mitchell, Lehigh sales manager.

Stumm formerly was connected with Keystone Vending and Scott-Croce in Philadelphia before forming his own organization with headquarters at 205 North 13th Street, Philadelphia. Fred Hammond, also formerly with Scott-Croce, has become affiliated with the new Stumm organization.

Form Ezy-Duz-It Laundry

FITZGERALD, Ga., Aug. 30.—Ezy-Duz-It Laundry, self-service laundry operated by L. W. and L. Norman Rawlins, will open here September 1. New concrete-stone building has been built to house the business.

No Tax

BALTIMORE, Aug. 30.—Under a ruling issued this week by Edward F. Englebert of the tax division, ice cream sold thru vending machines will be non-taxable since it is regarded as "carry-out." However, "pop-sicles and similar confections" will be taxable.

Aug. Cig Sales Record in K. C.

KANSAS CITY, Mo., Aug. 30.—Cigarette vendor operators and jobbers here report that August sales of cigarettes this year have set new volume records.

August usually is a high month in cigarette retailing, they said, but the general estimate was that sales this year ran between 15 and 25 per cent above August of 1946. Most operators attributed the rise to the prolonged heat, which increased irritability and nervousness of people and led to greater smoking as a nerve soother.

Others attributed at least part of the rise to the resettlement of many persons here who had left during the war years.

Form W. Tenn. Dealers' Assn.

MEMPHIS, Aug. 30.—Recently formed here is the West Tennessee Wholesale Tobacco & Candy Dealers' Association, with Leon Solomon, president of Leon & Leach, as president.

Secretary of the new organization is Henry (Toots) Loeb, Whittier Tobacco Company, and Dan Bianchi, Bianchi & Company, is treasurer. Group plans to affiliate with both State and national tobacco distributors associations.

Four Cent Penn Cig Levy Ups Receipts

PITTSBURGH, Aug. 30.—Pennsylvania's two-cent increase in the cigarette tax, bringing the levy to four cents per pack, brought in \$2,205,646 for June, the first month the new rate was collected. Same month in 1946, under the old rate, returned a revenue of \$1,589,939.

Collection of the new tax in June greatly exceeded the estimate State law men had previously made. July receipts are expected to pass the three million mark.

Auto Wash for Tenn. Town

FAVETTEVILLE, Tenn., Aug. 30.—Felix Buchanan has announced the first automatic laundry to be located here. Ten machines will be used. Opening is planned for October.

Northwestern

WORLD'S FINEST BULK VENDORS

DELUXE Combination \$25.00

MODEL 39	 \$13.40
MODEL 33	 \$11.40
33 BALL GUM	... 10.40
MODEL 40	 9.85

LESS IN QUANTITY

BRAND NEW IMP'S

EITHER 1¢ OR 5¢ PLAY
Cig. or Fruit Retail

\$12.95 ea.
Lots of 12
OR ea.
5 or More Ea. \$12.75
Sample \$13.50

VEST MILLS POCKET BELL

SIZE 8"x8"x8"

A 5¢ packet size slot
with automatic payout
system. Awards from
1¢ to 20 nickels.

OPERATOR'S PRICE
\$65.00

5¢ ADVANCE SELECTIVE TYPE COOKIE CRACKER VENDOR

Complete display
of 12 different cookies
given thru glass
front. 5¢ coins
cash box and merchandise
holder.

\$39.50 ea.
GRANDS
\$40.00 extra

CLOSING OUT! COLUMBIA BELLS

Twin Jacket
1947
Models

\$99.50
ea.

5 or More
Columbians to
1¢, 5¢
and 10¢

COUNTER GAMES

Kicker & Catcher (New)	 \$7.50
Ring, 1¢	 14.50
Shooting, 1¢	 14.50
Gottlieb Grip Beans (New)	 24.50
Daniel Biddle's 1¢	 24.50
Marble, 1¢, Token Payoff	 12.50
Liberty & Manure, 1¢	 12.50
Victory Home, 1¢	 12.50
Champion-Bear, 1¢, Token Payoff	 12.50
2¢, Blackboard, 1¢	 12.50
Star Card Manager (New)	 12.50
Pop-Up, 1¢	 12.50
Quadrant Basketball (New)	 12.50
Whirlwind, 1¢ (New)	 12.50

100 CASH TRAYS, LIKE NEW

For the Lot..... \$50.00
Sample..... 4.50

6 Mills Red Cherry Nickel, 25¢, 50¢, 50¢
Subtotal is \$24.50 ea.

GUARANTEED IN PERFECT WORKING CONDITION

WRITE FOR COMPLETE LIST!
1/3 Deposit must accompany all orders.

RAKE COIN MACHINE EXCHANGE
800 Spring Garden St., Philadelphia 23, Pa.
Established 1927

NORTHWESTERN VENDORS

Model 39	 \$13.40
Model 33	 \$11.40
Model 33B	 \$11.40
Model 40	 \$9.85

1/3 Deposit, Balance C. O. D.
Subtotal is \$24.50 ea.

Liberal credit terms.
Cash on delivery.

IDEAL NOVELTY CO.
"Authorized Northwestern Distributor"
2833 LOUDY ST.
St. Louis 8, Mo.

Northwestern



DELUXE 10-5¢ Coin Vendor \$25.00
MODEL 33 \$11.60
33 BALL GUM \$10.40
MODEL 40 \$9.85

WORLD'S FINEST BULK VENDORS



Immediate Delivery—Credit Terms To Reliable Operators.
Write for Prices on high grade Bubble Gum and Patches.

AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa. 13151 12th St. DuPont, Mich.

PROFIT MAKER

10
GLOBE
TYPE
VICTOR

All Purpose
Vender and
21,000 Balls
of Bubble Gum



All for \$157.50

Takes in approx. \$20.00

1/2 Dep., Bal. C. O. D.

Bernard K. Bitterman
1405 Central Kansas City, Mo.

Heat Wave Ups Biz in Laundries

Reveal ALD Test Results

CHICAGO, Aug. 30.—Recent August heat wave increased business at several test coin-operated automatic laundries as much as 25 per cent, Col. F. E. Ross, general manager of ALD, Inc., commercial distributors of Westinghouse Laundromats, said this week.

The test locations run by ALD to keep a check on developments in the coin-operated automatic laundry business and to experiment with new equipment, are located at Mansfield, O.; Chicago and Kankakee, Ill.

General Rise

Along with the August business rise, there has been a general rise in patronage at established automatic laundries as well as an increase in the number of new coin-operated laundries being established, Ross said.

Presently ALD, Inc., is running a series of newspaper advertisements in New York, Chicago, Cleveland, Los Angeles and Atlanta to draw the attention of prospective operators. A similar advertising campaign is also being planned for the Dallas area soon.

Present advertising plans call for a campaign directed at customers of established automatic laundries to begin in September.

Ross reports that, in spite of a huge back-order list for Westinghouse Laundromats, all of ALD's orders have been filled due to a priority set-up with Westinghouse.

Vendall To Make 5-Col. Machines

CHICAGO, Aug. 30. — Vendall Company here will introduce a new five-column Vendall machine at the National Automatic Merchandising Association (NAMA) convention in December, according to Bert Riel, sales manager. It will be similar in appearance to the present eight-column Vendall and 95 per cent of the parts of both units will be interchangeable.

Riel said the new vender is being manufactured to fill a need for a smaller type machine in special locations, such as filling stations, small isolated departments in factories, offices, etc., where there is neither room nor sufficient sales volume to accommodate a larger vender. In many industrial spots the new vender will act as a complementary machine to the main battery of venders and larger units.

The five-column Vendall, which will be available about the first of the year, will be of the same height and depth (43 inches and 12 inches respectively) as the eight-column model, but will only be 17 inches wide. The round 18-inch mirror on the larger machine will be reduced to one of 12 inches diameter on the five-column unit.

Like its larger counterpart, the new vender may be either base or wall mounted, Riel said.

Nutrine Sets 3d Dividend

CHICAGO, Aug. 30. — Nutrine Candy Company here has declared a quarterly dividend of 60 cents on common stock, payable September 12, to stockholders of record on August 28.

Two quarterly payments earlier this year were 25 cents in June and

IMMEDIATE DELIVERY

New VENDING MACHINES

New COLUMBUS VENDORS

Model "46" Peanuts	\$10.50
Model "462" Pistachio Nuts—Jelly Beans	10.95
Model "466" Ball Gum	11.15
Wall Brackets, each	1.30

New NORRIS "MASTER VENDORS"

Vends Nuts, Candies or Ball Gum	\$13.95
---------------------------------------	---------

BEST GRADE BUBBLE BALL GUM

(140 or 170 Count to Pound)

25 Lbs. (Minimum Shipment) to 200 Lbs.... 45c per Lb.

Over 200 Lbs. 40c per Lb.

TERMS: Cash with orders of \$20.00 or less. Other orders 50% Certified

Deposit, Balance C. O. D. Send Shipping Instructions With Order.

SHAFFER MUSIC COMPANY

606 South High St.

PHONE: MAIN 5563

Columbus 15, Ohio

1619 W. WASHINGTON ST.

CHARLESTON, W. VA.

Phone 63381

2129 MAIN ST.

WHEELING, W. VA.

Phone 784

THE CHALLENGER

NOW AVAILABLE!

- NEWEST 5-Unit Not Nut Machine.
- 5-way vending means 5-way profits.
- 3 individual heating units.
- Fine locations.
- Attractive highly polished finish.
- Flooding top light.
- Price combinations all on one machine—light adjustment.

10¢-15¢ 5-6¢, 5-10¢, 5-15¢.

Distributors, Salesmen, Operators

WRITE FOR FREE ILLUSTRATED FOLDER.

TROPICAL TRADING CO.

831 W. 17th Ave.

Chicago 5, Illinois



BRAND NEW VICTOR MODEL V

All Purpose Vender

Colors: Type

1" Model

\$11.75 EA.

Any Quantity

Cabinet Type

1" Model

\$13.75 EA.

6" Model

\$14.75 EA.

New

Silver Line

Not

Available.

\$29.50

5 or more

\$25.00



1/3 Deposit Must Accompany All Orders!

FRANK DIST. CO. 636 N. 6th St.

Philadelphia 23, Pa.

SPECIAL

BRAND NEW VENDERS!!

IMMEDIATE DELIVERY

Silver Line (1" or 6")

California Teeny Almonds (A.F.), 1" 5 lb. cartons

1" Ball Gum 40¢ lb., 170 Ball Gum 45¢ lb.

Pistachio

Adams Gum 55¢ box 1" W. Peanuts

1/3 Dep.—Balance C. O. D.

CAMEO VENDING SERVICE

432 W. 42nd St. New York 18, N. Y.

SALESMAN WANTED

Excellent opportunity for experienced Vending Machine Salesman in Greater New York and New Jersey territory. Top earnings for right man. Write in detail and in confidence to BOX 243, The Billboard, 1564 Broadway, New York 19, N. Y.

POP GOES THE VEST BUTTON!

WE'RE THAT PROUD OF VIKING'S MINITPOP

Hot, delicious, "battered" popcorn made fresh to order in one minute—completely automatic!

THE ONLY VENDOR OF ITS KIND

This is the popcorn machine that draws the crowds and makes the money.

ORDER TODAY

Sold with the famous Seaboard guarantee

SEABOARD

SEABOARD N. Y. CORP., 540-150 W. 55th St., N.Y.C. CO 5-4585

SEABOARD H. J. CORP., 27-29 Austin St., Newark, NJ 8-4101

SEABOARD CONN. CORP., 1425 Main St., Hartford, CT 2-5145

Exclusive Distributors: GENCO, VIKING, ALLITE, KEENEY, DAVAI

SPECIAL DEAL!
VICTOR
MODEL VFAMOUS
PEANUT
VENDORS
TO GLOBE
TYPE PLUS
100 POUNDS
OF BULK CUM.
CALL FOR
\$152.50We Accept Treatments.
Buy & Sell Used Machines.RAINBOW PEANUTS
20 Lb. Cans. 28 lb.
Spanish Peanut 30-lb. Cans. 225 lb.
Borden Baked Beans, Limited 24 lb.
Model V Deluxe 40 Lb. Cans. 24c lb.
Cub. Type \$3.75DOUBLE BALL CUM
40c LB. In 25 Lb.
170 Cans. 46c Lb.1/2 Deposit, Certified Check or Money
Order. Balance C.O.D. L.A.
PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
441 Broadway St. Brooklyn 30, N. Y.
Phone DIckens 2-7992NOW AVAILABLE
Newest 3-Unit Nut
MachineTHE
CHALLENGER
Most efficient profit-
making Nut Dispenser
on the market today.

OPERATORS . . .

Here is your opportunity to get
into the finest business.
3-WAY VENDING MEANS
3-WAY PROFITS . . .The challenge can be met at any
of these prices:
• 2-5c • 5-10c • 10-5-10 •
25¢ Ball also available.
Write for Prices and Circular.
Order Now for Fastest Delivery.J & S SALES CO.
324 So. Fairview Ave.
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REAL
PROFIT
PRODUCER• FOR EVERYTHING •
IN
COIN MACHINE
EQUIPMENT
and SUPPLIES
• CONTACT •
VEEDCO

2113 Market St. Phila. Pa.

FAMOUS EPPY
CHARMS
Series #1 Series #2
\$3.50 per M \$4.50 per M
See other charm and prize items avail-
able from us. Write in and ask for
free catalog.SAMUEL EPPY & CO., INC.
111-10 101ST AVENUE
RICHMOND HILL 19, L. I., N. Y.Chi Paper Feature
Describes Coin Biz

CHICAGO, Aug. 30.—In a front-page story appearing in the Monday (25) issue of the Chicago Journal of Commerce, William R. Graydon described the recent part of the vending machine business, its present expansion movement and touched briefly on how it operates.

The hitting on some of the key points of automatic merchandising, the writer did make some statements that are not in agreement with some of the known facts about the vending business in particular and the coin machine industry as a whole.

For example, one paragraph reads as follows:

"There is no federal tax on coin machines, but State and local legislative bodies have always regarded them as a good source of revenue. Business men of the merchandising field found that they were taxed the same amount as the people who realized clear profits on pinball and slot machines."

From the information of the above paragraph, Graydon, who had previously pointed out that the vending profit is slight due to operators having to pay a commission to locations, salaries and commissions to servicemen, and repairs to equipment, gave the impression that music machines, amusement games and bell machine routes were not serviced at all, never were in need of repair and locations could be had for free.

Graydon gave the National Automatic Merchandising Association (NAMA) credit for reducing local taxes on vending machines. He also stated that it was due to the efforts of NAMA that the anti-slug law was passed.

J. R. Bennett Receives
New Dixie Cup Co. Post

NEW YORK, Aug. 30.—J. R. Bennett has been transferred from his post with the Dixie Cup Company in Signal Mountain, Tenn., to the Automatic Drink Vending Machine and Food Container Division, according to a company announcement this week. Bennett formerly was Dixie representative for parts of Kentucky, Virginia and Tennessee. He will now cover South Carolina, Georgia, Alabama and Florida in addition to his old territory.

Since joining the firm in 1933, Bennett has served in many positions before his present assignment to the division that sells to coin machine operating firms.

Per Capita Cig Sales in
Milwaukee Double Pre-War

MILWAUKEE, Aug. 30.—Twice as many cigarettes are being smoked by Milwaukee residents as before the war, according to John Roach, chief of the State Cigarette and Tobacco Tax Division. Figures compiled by Roach show that the annual per capita consumption of cigarettes was 1,000 packages for the year ended June 30, 1947, as compared with 48 packages in 1940.

American Tobacco Sales

NEW YORK, Aug. 30.—American Tobacco Company reports that sales for the three months ended June 30, 1947, totaled \$208,576,000. Figure compares with sales of \$182,924,000 during the first three months of this year.

Company reports that combined income for itself and consolidated subsidiaries for the second quarter of this year was \$8,262,000 or \$1.61 per share of its 5,378,424 common shares outstanding. This compares with net income of \$7,640,000 or \$1.53 a share on 4,482,000 shares outstanding at the end of the March quarter this year.

Sweets Co. Profits Rise
Sharply Over Last Year

HOBOKEN, N. J., Aug. 30.—Sweets Company of America, Inc., here reports that for the six months ended June 30, 1947, net earnings totaled \$618,893, equal to \$2.34 per share. Profits for the same period in 1946 were \$396,446 or \$1.49 a share.

Number of capital shares as of June 30 this year was 264,100, compared with 86,400 on same date in 1946. In August of last year there was a 3-for-1 stock split.

CHOICE CHARMS CHEAP

Gorgeous Big Charms. Per M. \$3.25
Beautiful Stone Rings. Per Gross. 1.50
Blade Knife. Per Gross. 2.50
Sculpt. Marble, Cans, etc.

All items will fit any Vending Machine.

Send for Samples and Prices.
1/2 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.

AT LAST...

The Perfect
Ice Cream
VENDOREXCLUSIVE
FRANCHISES AVAILABLE
ON THE BEAUTIFUL NEW
VENDI-FREEZE
AUTOMATIC 10¢
CHOCOLATE COATED ICE CREAM BAR
VENDOREXPAND YOUR
OWN BUSINESS—
START YOUR
OWN BUSINESSWRITE OR WIRE
VENDI-FREEZE DISTRIBUTING CORP.
702 Commercial Trust Bldg., Phila. 2, Pa., Phone: LUcumb 7-2310

From every angle, 365 days a year, this is the best business opportunity in America today. These compact, trouble-free machines SELL ice cream. The investment is small and your territory is completely protected from competition.

COLUMBUS
VENDERS
4 MODELS
AVAILABLE1. 1¢ Peanut
2. 1¢ All-Purpose
3. 1¢ Ball Cans
4. 5¢ All-Purpose
WRITE FOR
CIRCULARS
COMPLETE PARTS
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COUNTER CARD VENDERS
\$32.50 Value — Now \$20.00
EACH WITH 1,000 FREE CARDSCASH-TRAYS—The 5¢ Almond
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USED CIGARETTE EQUIPMENT

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6 Column	45.00
8 Column	50.00
9 Column	55.00
UNEDAPAKS, MODEL A	
6 Column	\$70.00
8 Column	80.00
9 Column	85.00
Model 500, 9 Column	115.00
NATIONALS	
930	\$55.00
Model A	95.00
DUGRENTS	
Model 5	\$25.00
Model VW	\$50.00
U-NEED-A DISTRIBUTORS	
175 FREEMAN AVENUE EAST ORANGE, NEW JERSEY	

AMI Issues Service Manual Governing Latest Equipment; Diagnosis Chart Big Feature

CHICAGO, Aug. 30.—AMI, Inc., announced this week that it had released to the firm's distributors and operators of AMI equipment a new service manual governing the servicing and repair of the firm's 1947 coin-operated phonograph.

The 16-page manual covers in detail all the points of keeping the firm's phonograph in first-class working order. Included in the manual is a series of schematics intended as a guide for servicemen in checking the electrical circuits, and photographs of the record churning mechanism.

Two Major Changes

According to Monte West, AMI's sales engineer, who recently cancelled service contracts on the equipment in the headquarters of AMI distributors throughout the country, there are only two major adjustments necessary in the present equipment. These are the adjustments to the tone arm can switch and the record rack switch, both of which are explained clearly in the manual.

However, of major importance to men who service AMI equipment is the fact that each step involved in the servicing of the firm's graph is explained in an easily understandable fashion, so that even those who are not familiar with the product could perform repairs. Service if the manual were used to the letter. To further simplify the service procedure, the manual features diagrams, numbering virtually all the phonograph's component parts. In all, 67 parts are listed by number in this manner and are in turn compiled in an index according

to AMI's technical designation for re-ordering purposes.

Diagnosis Chart

One of the manual's outstanding features is a diagnosis chart. Here can be found 26 typical instances of preventative maintenance. Under the headings (1) Complaint; (2) Symptom; (3) Cause; (4) Remedy, the operator or serviceman can chart repairs or possible breakdowns such as a skilled physician determines the ailments of a sick person. Since the diagnosis chart systematically traces the malfunction, explains what to look for when certain symptoms are present and also gives the cause of the breakdown, the accompanying solution to the service is readily applicable.

Slick Thief Takes Cash From Hoelzel

KANSAS CITY, Mo., Aug. 30.—When a man walked into the offices of United Amusement Company the other evening wearing an ornate yellow sport shirt, dark glasses and a blue baseball cap, Carl Hoelzel thought for a minute that he was having a visit from some Hollywood director or possibly a West Coast kid king.

But when the fellow began waving a large size revolver and grabbed

Coin Piano-Violin Still Going Strong The 34 Years Old

CHICAGO, Aug. 30.—Among the varied stock of coin-operated equipment on the floor of Monarch Coin Machine Company here is a greybeard of jukeboom—a combination piano and violin instrument known as the Violin-Violon.

Built by Mills Novbly in 1913, the juke operates for a nickel and music is produced by a multiple-tune paper piano roll similar to that used by player pianos. Machine is unique in that it boasts inclusion of a regulation violin which is actuated by the recorded rolls in combination with the regular piano mechanism. Violin, which is seen behind the plate glass doors of the machine, is horizontal and is made to produce music by means of mechanical rollers taking the place of a bow and metal fingers which depress the four strings in much the same manner as a human violinist fingers the strings to produce certain notes.

Clayton Nemereff, Monarch Coin Machine Co. salesman, said the machine has been on the floor some time and could not recall where he had obtained it. "However, it was sold a few days ago as a music operator for use in his home recreation room," he said.

A handful of the bills Hoelzel was counting on his desk, he saw his mistake. The Hollywood-garbed bandit snuffed the money in his pocket, waved Hoelzel, who if he followed, he would blow his head off, and left. Hoelzel, who is a partner in the firm, reported that he took about \$200.

Plans for New Juke Firm Announced by J. A. Darwin

EAST ORANGE, N. J., Aug. 30.—J. A. Darwin, a pioneer in the automatic phonograph industry, told *The Billboard* this week that he has plans to form a new juke box manufacturing company to produce a 40-selection music machine. Actual work of setting up a company to produce the machine, Darwin said, is now under way. He intimated that the juke box would be made either in New Jersey or Chicago, but added that definite plans would await a meeting

said, during the Coin Machine Industries' convention and show in Chicago next January.

40-Selection Box

Altho he said that he preferred not to go into the features and mechanical description of the new music machine, Darwin revealed that the new juke box he intends to manufacture will play 40 selections, either 10 or 12-inch, on one side of the record only.

Darwin likewise said that he had granted a non-exclusive license to the Eastman Kodak Company, Rochester, N. Y., on an automatic slide changer mechanism (U. S. Patent No. 2,260,660), a patent held in Darwin's name. Darwin said that the slide changer had been developed for use with automatic phonographs to show color pictures of an artist on a ground-glass screen at the same time that artist's record was being played.

May Show at CMI Meet

This feature will be incorporated in the music machine which Darwin expects to show at the CMI convention, and he said that he would use the convention as a testing ground to get operator reaction to the feature before deciding whether or not to make it a part of the finished product.

Last spring (see *The Billboard*, May 17) Darwin announced that he had canceled his contract with the Packard Manufacturing Corporation in order to devote his time to the new music machine. Until that time he had been Eastern regional manager for Packard.

Prior to his appointment with Packard, Darwin had been associated for 10 years with the Rudolph Wurlitzer Company.

Juke Men of S. Dak. Meet On Legal Test

Two-Day Meet Sept. 29

RAPID CITY, S. D., Aug. 30.—Music machine operators will gather here September 29-30 for a two-day special meeting of the South Dakota Phonograph Operators' Association called by President Mike Iling. Purpose of the meeting, which is expected to draw operators from throughout the State and from adjoining States, is to discuss the test case now pending before Dakota courts on the music operators' right to operate jukeboxes in on-sale liquor establishments.

The problem arose last spring (*The Billboard*, May 31) when the State attorney general, Sigurd Anderson, announced that he was ordering enforcement of a 13-year-old law which bans amusements in on-sale liquor establishments. Before this time, the law had not been enforced.

Main Argument

Main bone of contention is whether or not the juke boxes can be classified as "amusement devices." Board of attorneys had argued that since the music machines are now used for dancing in on-sale liquor establishments or as games of skill or chance, they do not fall under the "amusement device" category.

In June (*The Billboard*, June 28), Judge C. C. Puckett, in Circuit Court at Yankton, S. D., dismissed a suit against the State but declined to hand down an opinion on whether operation of phonographs in Class D (on-sale) liquor establishments violates provisions of the law.

Before the matter can be settled, South Dakota's Supreme Court must hand down a decision, and operators around the State are being urged to present their cases to the association, to protect their businesses.

MCA Issues Members 10-Point Promotion To Meet Competition

NEWARK, N. J., Aug. 30.—LeRoy Stein, executive secretary of the Music Guild of America (MGA) has issued a special promotion piece to all members of the Guild based on a survey recently conducted by the MGA Service Company. Purpose is to help members increase their service to locations, and to overcome competition.

Listed in the promotion are the following 10 points, which Stein says are closely followed by competing operators, and should be "musts" for the MGA membership:

Place new machines on location, or keep up music machine stock and keep at all times provide the records which the location requests; change needles often; service machines regularly; make repairs promptly; operate with cleanliness on the location; create good will on location and with the patrons at the location; maintain a cheerful attitude toward the location; express regard to music routes as a business which operators must preserve.

MGA is also busy promoting the coin machine tie-in with the Damon Runyon Cancer Fund campaign, and is offering special window displays (stickers) to draw attention to the music machines on location.

New Jersey Firm Makes Coin Radio

MORGANVILLE, N. J., Aug. 30.—The Lavoie Laboratories, which formerly manufactured a coin-operated radio on contract, will enter the field with their own radio, according to Steve Lavoie, president. The new six-tube coin-operated set has been testing on location for several months and the firm is now ready to start its selling campaign. Lavoie said the new set will be sold directly to the consumer by the manufacturer, with all advertising geared to that theme.

The set will be sold without a trade name so that the buyer may use his own trade name on it. A time gear offering one or two-hour play for 25 cents will be used, and the set, built into a steel cabinet, also will feature a slide rule dial. A hospital unit, with a Hush-a-Phone attachment, also is available.

The firm also is contemplating the building of a coin-operated television set. At present the laboratories are still handling government contracts covering fields similar to television. It is possible, according to Lavoie, that when the contracts are completed the firm may be able to swing into tele production without too much delay. Meetings are planned for the near future to further discuss tele activity.



J. A. DARWIN

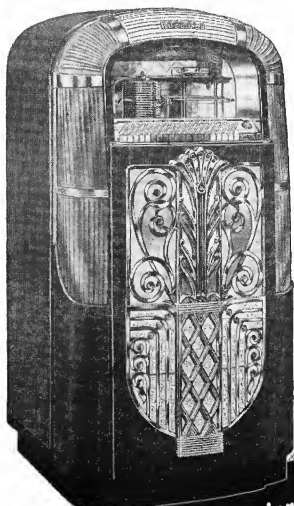
between him and other interested principals.

Meantime, Darwin said, "We are readying a few accessories to be used with present juke boxes," adding that these "may be marketed in advance of the new jukebox."

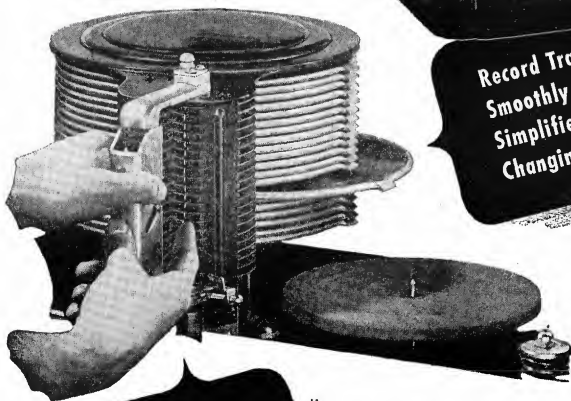
The trade will get its first chance to examine the new juke box, Darwin

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THE PHONOGRAPH THAT Sells MUSIC

Easy
RECORD SERVICING
With Rock-ola Record
Tray Release



Record Trays Swing
Smoothly Out of Stack.
Simplifies Record
Changing.



Pull-Out Release
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NEW ENGLAND OPERATORS

Do you know?
We Maintain

A ONE-STOP
RECORD SERVICE

For your convenience

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MAJESTIC, MERCURY, CAPITOL

SPECIAL PRICE TO OPERATORS

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PHONO RECORDS

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15 Model 120 Wurlitzer Box Sets
\$12.50 EACH

Reconditioned and in perfect condition.

Mel-O-Dee Music Co.

626 W. Washington St., Phoenix, Arizona.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tamesters

Smiley Tour Ends

Smiley Burnette, assisted by Harmonica Billy Rueland, concluded a big three-week tour of Eastern parks, ranches, fairs and theaters August 24 for the Jolly Joyce Agency, Philadelphia. Record dates were at the Lone Star Ranch, Beeds Ferry, N. H., when almost 8,000 fans turned out August 10, with another 8,000 showing up when Burnette played at Max Roney's Bar-M-Ranch near Rochester, N. Y., August 17, while August 21 some 8,000 overflowed Sleepy Hollow Ranch near Pennsylvania, Pa. Smiley has returned to Hollywood to fulfill flicker commitments.

Keeping step with the radio trend in Philadelphia to feature Western and hillbilly talent, Jim Beasley, program director of KWX, announced that he is starting a daily program featuring rustic favorites. Station is an NBC outlet and it marks the first time that this music has been featured. . . . Charles Schmidt planning a return to radio this fall, this time over WILM, Wilmington, Del.

Tommy Seebach, The Voice of the Hills, is starting a show over WFEC, Greenville, S. C., which is his hometown. He also has recorded his own tune, *Cryin' in Vein*, for Apollo records, which will release it soon. . . . Dusty Bruce, of WOV, New York, who handles the morning hillbilly show, reports lots of requests for Johnny and Jack's version of *Jole Blon* on Apollo. . . . Wally Fowler reportedly teaming with Mercury platters to set up a publishing firm. The projected firm would be No. 4 for Fowler.

Spade Switches

Spade Cooley did a switch on the usual program of Bensie August 14 to 16 during the second annual Lembo-Bensie celebration where he was featured.

tured ork. Cooley and crew appeared before an estimated 150,000 people and were kept on the location 20 minutes over their scheduled time. Cooley is reported to have been out of next year's job festival band already. . . . Lee Penny, well-known folk tune writer and penner of *Adobo Hacienda*, leaves Chicago September 24 to begin a permanent tour of Los Angeles area. Penny, former hillbilly record chieftain for Mercury, will do movie tune penning, as well as his special material writing. . . . Jimmy Wakely, Capitol's sagebrush troubador, is being featured on a transcribed half-hour radio package, *The All American Theater*. The et. package is being produced by Les Mitchell, who also guides the *Shirley Hollywood Theater*. Wakely was linked by Mitchell after appearing on a recent *Shirley* show. . . . The *Steep of My Sombra*, Lee Penny's new tune is being waded by Xavier Cugat on Columbia and has already been done by Jack McLean's band for Concord Records. . . . Lawrence Welk on Standard Transcriptions.

Three Year Hitch

The *Maddox Bros.* and *Boes* have signed a three-year paper with Four Star records, their label platter, *Midnight Train* backed by *Caroleus Driver*, will be utilized by Southern Music, publishers of *Texas*, to place the two records. . . . Alvin Karpis, of his *Western* tour at the annual *Caldwell (Idaho) Rodeo*. *Tex Ritter* returned to Hollywood for pic work and recording sessions. His new movie *I Came From Alabama* which will be independently produced. He is also set for a Capitol Album.

Actor Pictures is readying its first Western series, consisting of the *Reckless*, which eventually will grow into full-length flickers. . . . Plans are nearing completion for construction of a \$1,600,000 hotel in the San Fernando Valley to be devoted entirely to Western dancing. Headed by Tex Williams and his partners in the *Western Caravan Music Co.*, a syndicate was formed, which includes Smokey Rogers, Cactus Solo and Larry de Puy. Financial details are being handled in Texas and Oklahoma, it's reported. Current building restrictions will delay construction until next spring, but the site will be purchased soon. The *Western Caravan* will split its work between the *Palace Barn* (Edendale) where it is now playing and the new ballroom.

The *Casa County Boys*, featured this on the *Gene Autry* air show, will was 10 times for MacGregor Transcriptions. . . . The new series will consist of two old, comprising two 15-minute programs. . . . Jimmy Wakely headlined the *Indiana State Fair* August 30 and presided at the dedication of the new radio center building.

Red Foley has started his own daily morning show over WSM, Nashville, in addition to his regular *Grand Ole Opry* stint, and has reorganized his band, which includes Larry Birk, *Tex* guitar artist once with the *Reds* *Foley Gang*. . . . Bill Ellsworth, the popular Midwest folk artist, reports that he has signed the *Novelty*, *Jay Drake* and *Terry Trainor*, the Westerners, who just returned from a year's tour of the Hawaiian hotel chain, and Bill Evenson. He has the *Saddle Sweethearts*, once of KMOX, St. Louis, working *Midnight* fair dates until the end of September.

Gibbs, Hart End Stays

Kay Kurovsky, of *Morley* Music, Little Rock, reports that Les Gibbs and *His Arkansawyers* and *Dick Hart*, the *Lost Tunes*, here just concluded the second of a series of dates at the Joseph T. Robinson Auditorium, Little Rock, featuring the *Slate's* leading

amateurs. Local Little Rock radio stations will air the recordings in 11 programs, with each station taking part of the program.

Millie Wayne Miller, boss gal of the *Radio Rangers*, heard over WFLA, Wheeling, W. Va., was married August 3 to Joe May, the announcing staff of the station. . . . Joe Troyan, of the *Fie Plant*, Peoria, Ill., and *Joe May*, of the *Joe and Joe* friends recently. . . . Joe and Pete are on two-months' vacation from WIAW, Rochester, N. Y. Their first road show performance was scheduled around September. . . . Marty Lucklinder and *His Missouri Fox-Hunters* of WICA, Ashland, O., recently played to 900 at Fort Howan, O.

Coin-Operated Movie
Features Separate
Projector, Screen

YONKERS, N. Y., Aug. 30.—Amusement Enterprises Corporation (AEC), which recently announced the setting up of production facilities in Atlanta, and the appointment of a new chief engineer, has unveiled a new coin-operated motion picture machine in the Atlanta plant, and will begin shipping units to theaters according to Gene Russell, president.

Machine comes in two units, one a master control box containing the motion picture projection and sound reproducing units and the second containing the two-way vision screen. Operating as a separate unit, the screen is located in the ceiling of a location and the master control unit projects a beam along the ceiling of the room to the screen plane. The screen is set back about freely without interfering with the projection. According to Russell, the major screen will offer better than 80 per cent. vision.

Now on Display

Russell has announced that a working model of the *Magie View* machine, which is being shown at the Atlanta headquarters, and that public showings will be held in New York, Chicago and San Francisco. The machine is composed of 15 basic patents, all of which were designed and created by Russell.

One of the improvements offered in the machine is a selector device which can accommodate up to 40 selections. In addition, a specific film recording can be selected from a booth or a table selector box. The machine can accommodate up to 40 coins in continuous play.

A new type of plastic sealed reel is used which eliminates the operator having to wind or handle the film. Remote volume control is also possible according to Russell.

Henry Ancherster Appointed
Colonial Tele Sales Head

NEW YORK, Aug. 30.—Henry Ancherster, formerly associated with the J. P. Seebach company, has been appointed director of sales for the Colonial Television Corporation here. The firm markets a variety of public location and home television sets.

Ancherster, on taking over his new job, stated that Colonial shortly will offer a plan to bring operators and distributors of juke boxes into the television field.

Rutland Park Meters Click

RUTLAND, Vt., Aug. 30.—About 395 parking meters in the business district of this city went officially into operation Thursday (28). About the same number of additional meters will be installed in the city as soon as delivery of the meters is completed, according to Police Chief Fred Carbine.

Used Music Equipment
REFINISHED • RECONDITIONED • GUARANTEED

ROCK-OLA, 1946, Model 1422, Like New \$449.50
AIREON, 1946, DELUXE, Like New \$339.50
AMT TELEPHONE HOSTESS MUSIC, Unit System, Like New, Drastically Reduced, Write, Wire or Phone Collect.
SEEBURG 8800 and 9800, RC-ES. \$299.50
SEEBURG REGAL \$149.50
SEEBURG COLONEL, RC-ES \$249.50

SEEBURG PLAZA \$179.50
SEEBURG HIDEAWAY, Steel Cabinet, R.C., Including 5 Seeburg Wire, Steel Wall Boxes, One Speaker, Organ Type \$349.50
WURLITZER 850E \$299.50
WURLITZER 616 LITE-UP \$99.50
WURLITZER 700 KEYBOARD \$299.50
ROCK-OLA SUPER 40 \$199.50
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ONE-THIRD CERTIFIED DEPOSIT, BALANCE C.O.D. Foreign Inquiries Invited.

Music Systems Inc.

NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG

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THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE



The "Manhattan"

By PACKARD

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.

If it's a Mills I always play it!
you can't beat a bargain!



the Public prefers
THE MILLS CONSTELLATION
the coin box concurs



AMERICA'S BEST BUY*

Bigger Profits! Small Investment! Lifetime Income!

RCA and Hazeltine Licensed

Backed by Standard R. M. A. Guarantee for Radios

Columbia COIN OPERATED SPECIALLY ENGINEERED RADIOS

*"America's best buy" . . . in construction, performance and tone quality they are the most outstanding sets on the market today . . . designed for hotels, motels, hospitals, clubs, etc.—especially engineered for coin operation (not converted radios). They're the answer to big repeat profits at very small investment.

SEVERAL CHOICE TERRITORIES OPEN

Operators, write or wire for additional literature and nearest distribution. Phone: Superior 2398.

NOTE: Special hospital model with "Pulse" waterproof speaker attachment, currently being used by U. S. Army hospitals.

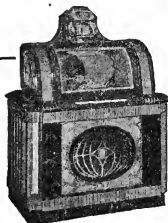
COLUMBIAN PRODUCTS CO.

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CALL US
TODAY!

DISTRIBUTORS
FOR THE NEW
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Illinois PLA-MOR DIST. CO.

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SENSATIONAL PHENOMENAL—UNBELIEVABLE

Describe

HEATH SILK TONE MUSIC SYSTEM

For all model Wurlitzer Phonographs. More than a conversion. Write today for full details. We have cut record wear 75 per cent while retaining original beautiful tone. Priced right.

HEATH DISTRIBUTING COMPANY

217 THIRD STREET

MACON, GEORGIA



Empire Coin Views Export Field as Important Mart

CHICAGO, Aug. 30.—Export trade will receive increasing attention from Empire Coin Machine Exchange here as they prepare to occupy enlarged and improved quarters.

Empire's new showrooms will be one of the largest coin machine displays in the world, firm officials believe. On display at any time will be over 150 coin machines of all varieties, including vendors, amusement devices and music machines.

New addition will add 12,000 square feet to the Empire layout bringing total space in the Chicago offices, show room, refreshment and overhauling shops, and shipping and storage rooms to 28,000 square feet. Also slated for the near future is a new parts department.

Location is being entirely redecorated and will be air conditioned. Present plans call for the work on the addition to be completed within a month. Meanwhile, business is continuing as usual in present space.

Empire's foreign trade has been picking up considerably of late, according to Paul Meyer, export manager. Coming push for export business will be directed mostly at Latin American trade.

Earlier this year, Empire sent a contact man to Northern area contacting prospective buyers. Presently the firm is carrying advertising in native language magazines.

Foreign trade is carried on by direct contact with customers, financial arrangements being handled thru a New York export bank. All deals are made on a cash-in-advance or letter-of-credit basis, customs details being arranged by the buyers.

Glaser has recently been making investigations into the possibility of establishing East and West Coast offices, but, with the exception of considering a branch office in New York to handle financial arrangements, has come to the conclusion that most business can be handled satisfactorily from the Chicago offices. "Most all of the foreign buyers come directly to Chicago, the center of coin machine manufacturing, to do their shipping," he explains.

Most of the equipment now in Central and South America is location-owned, Glaser reports. What few operators there are usually are import distributors. In fact, very few fulfilling the role of Stateside operators.

Juke boxes in these areas do a rushing business, according to Glaser. Since the establishments using them seldom close, they are played 24 hours per day, he says.

Very few changes have been necessary in equipment the firm has sent to foreign locations, Glaser says. Necessary changes in coin chutes are made by APT Manufacturing Corporation with coin samples sent by buyers as basis. Electrical current in most countries supplied, Glaser reports, is standard 110 v. c., but Empire carries a full line of transformers for buyers where odd-voltage or d. c. current is in use.

*Majority of pin games sold are re-

built machines while counter games, almost without exception are new. Shipping is done mostly by sea, although some air shipments have been made recently.

Mexican and Canadian trade is remaining constant while shipments have recently been made to such far-flung places as India, South Africa, Holland and the East Indies.

FOR SALE SEEBURG PHONOGRAPHS

READY FOR LOCATION

	PRICE
PLAZA	\$135.00
VOGUE	155.00
VOGUE, R.C.	175.00
ENVY, R.C.	255.00
HI TONE	295.00
WALLONATICS	22.50
SPEAKERS (Organ Type)	12.50

1/3 Deposit With Order, Balance Ship Draft. Give Shipping Instructions.

M. S. BURKS

2320 HAWTHORNE AVENUE
LOUISVILLE 5, KENTUCKY

\$ CASH \$

FOR

USED RECORDS

WE BUY
ANY QUANTITY

ANYWHERE IN THE U.S.A.

Write, Wire or Call
Collect!!

Seymour Schwarz & Co.

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Phone: Monroe 3054

It's MAGIC MUSIC

Telephone
Music Box
for



BOOTH or COUNTER

Write Now for Complete Story

MUSIC, INC.

PLAZA STATION • 808, 814 • KANSAS CITY 3, MO.

FOR BIGGER PROFITS

it's
PERSONAL
MUSIC



PERSONAL MUSIC CORPORATION
U. S. Highway No. 1, Newark, New Jersey
Newark 2-2504

MidwestRadioMakes Coin Console Model

KANSAS CITY, Mo., Aug. 30.—Midwest Radio Manufacturing Corporation here is producing coin-operated, console-type radios under the trade name of Spacemaster.

Firm was recently incorporated with a capital stock of \$10,000 and is reported to be currently producing 100 sets a week.

Michael J. Licaut is president of the company; Irwin Rifas, vice-president, and Samuel A. Rice, secretary-treasurer. All three have been associated with National Sales & Supply Company.

COIN MACHINE DISTRIBUTORS!

Your Letters Prove YOU Want To Add Television Profits NOW!

Your letters continue to pour in by the hundredred! If you haven't received an answer yet, here's why. UST is checking every letter thoroughly because we want any associations formed to be long-lasting and profitable on both sides. Meanwhile, we want to thank you for writing in. Your letter will receive complete attention soon.

SOME EXCLUSIVE TERRITORIES STILL OPEN

UST will not sign away any territories until we know we have the right man for that area. It may be YOU! That's why we still want to hear from you if you're a coin machine distributor interested in television . . . and if you want to cash that interest into dollars and cents. Take a look at the list of cities in the lower left-hand box. If you're active within the Metropolitan Area of any of these cities, get in touch with us immediately. Some of these television cities are wide open, with exclusive territorial rights waiting for the coin machine distributors who meet UST's specifications.

DELAY MAY COST YOU A TELEVISION SALE

Here's how we feel about it. Taverns, clubs and restaurants everywhere in television areas are installing sets NOW! You, the coin machine distributor, have ready-made contacts and accounts that almost certainly will install television in the next few months. Why shouldn't they buy that set from you? And why shouldn't you sell them the set that will do them the most good? UST is the proven leader in the GIANT PICTURE tavern television field. Half a million people see UST televised entertainment every week. Three-fourths of all large-picture projection sets in hotels, clubs, taverns and restaurants RIGHT NOW are UST!

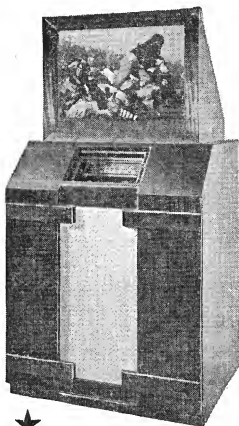
We want to hear from all coin machine distributors who are thinking about these fat television profits. But don't miss the boat! Television is growing fast! Get into the television picture now by sending us a letter or wire today, or pick up the phone and call Tommy Daly, in our New York sales office. Better still, when you're in the New York area, drop in and see Tom yourself. He'll be glad to show you around, demonstrate our many television models, and answer all your questions.

PRESENT TELEVISION CITIES

Los Angeles	Chicago	New York	Washington	St. Louis
Philadelphia	Detroit	Troy-Albany-Schenectady		

NEW TELEVISION CITIES

Boston	Late Fall	Richmond	Early '48	Ft. Wayne	Experimenting
Milwaukee	Late '47	Baltimore	Late '47	Pittsburgh	Experimenting
Cincinnati	Late '47	Indianapolis	Early '48	Dallas	Experimenting
Cleveland	Late '47	Ames, Iowa	Experimenting	San Francisco	Experimenting



UST's beautiful GIANT SCREEN Tavern Tele-Symphonic in the new 1947 PIC cabinet. There's immediate delivery. It's the world's biggest television screen set with national distribution backed by national advertising.

FREE BOOKLET FOR YOU

You can still send for your free copy of "How To Sell Television Sets Profitably". Address Box G, United States Television Mfg. Corp., 3 West 61st Street, N. Y.

"One Full Year Ahead"



★ **UNITED STATES TELEVISION** MFG. CORP.

3 WEST 61ST STREET, NEW YORK 23, N. Y. ★ TELEPHONE CIRCLE 6-4255

See Coinmen Benefit From Assn. Ad Drive

CHATTANOOGA, Aug. 30.—In an endeavor to promote tourist travel on Federal Highway 27 from Chattanooga to Tallahassee (the Florida short route) the U. S. Highway 27 Association will, beginning this fall, advertise on billboards, use posters

and more than 3,000,000 pieces of direct mail literature. President of the highway association, J. Hubert Griffin, was present at a recent meeting of more than 100 heads of county and city governments along the route. R. Tukey, association secretary, addressed the group and revealed plans to attract tourists "by the thousands" down the highway.

Order Yours NOW and Save \$5.50

FOR ONLY \$12.50 YOU GET:

52 Issues of The Billboard, worth.....\$13.00

Plus The Encyclopedia of Music, worth.....5.00

\$18.00 Value

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Enclosure: Please ship upon publication (on or about Oct. 1, 1947) one copy of The Billboard 1947-48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—or (or) renew my current subscription upon expiration.

☐ \$12.50 enclosed. ☐ Send bill for \$12.50.

My Name.....

Firm Name..... ☐ New

Address..... ☐ Renewal

City.....Zone.....State.....

A PROVEN MONEY MAKER

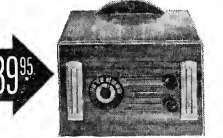
WITH LOCATION DEMAND
6 TUBES
WALNUT CABINET

PLAYS FOR 2 HOURS FOR A QUARTER

INDIVIDUAL LOCK
BUILT FOR SERVICE

\$39.95

TRANQUIL TONE America's Finest COIN RADIO



DISTRIBUTORSHIPS AVAILABLE IN SOME AREAS

PRODUCT OF
EICHEL ELECTRONIC CORPORATION
EVANSVILLE, INDIANA

★ STAR ★★ TRANSLUCENT

BLANK TITLE STRIPS

THE FINEST, WHITEST PAPER OBTAINABLE.
\$1.50 PER BOX OF 4000 STRIPS... AT YOUR
SEEBURG DISTRIBUTOR

STAR TITLE PAPER CO., Inc. P. O. BOX 6125
DUKE, PITTSBURGH 12, PA.

USED RECORDS

ONLY 9c EACH • 1000 FOR \$75.00

We have 40,000 records in stock, packed and ready to go. Prices F. O. B. Memphis. Minimum order 100 records. Send check with order.

SOUTHERN AMUSEMENT CO. 628 MADISON, MEMPHIS, TENN.

ADVANCE RECORD RELEASES

(Continued from page 31)

INTERNATIONAL

1. ANU OLIN (We Go to the Land):	Saul Miel (IM TZEZ).....	Victor 25-5074
A VEN GANY (The Old Gypsy):	Miklos Gafni (Gish Yellin Ork) (HUN-)	Columbia 1690
AT THE BANQUET	Edvard Kraskavski Ork (AUTOMOBILE)	POLKA.....
AUTOMOBILE POLKA	Edvard Kraskavski Ork (AUTOMOBILE)	Columbia 37414
BAGLAMADES	Stefan L. Krawak Ork.....	Columbia 37414
CAME BACK TO SORRENTO (Terna Tuta)	Stefan L. Krawak Ork (THE SORRENTO)	Victor 26-6193
CONEY ISLAND	Chaim Towber (LELZER BADCHEN).....	Decca 45056
DOWN IN THE VALLEY	Ernest Benedict Quartet (OH, HOW).....	Standard 25-127
DREAMER'S WALTZ	Freddie Yankovic and His Yanks (John Pecon) (THREE YANKS).....	Columbia 37413
GALITZIANER UN LITVAKES	Jacobson Bros. (SHIA, SHIA).....	Decca 45056
HARTFORD POLKA	Carpine Accordion Band (NORWICH)	Continental C-1300
HILLTOP WALTZ	"Whisper" John Willfort Ork (SEV)	POLKA.....
HUNGARIAN MEDLEY	Miklos Gafni (Gish Yellin Ork) (A VEN)	Decca 45056
I WONDER WHO'S KISSING HER	John Salton (Toute Cotonnata Ork) (INSENSIBLEMENT).....	Victor 25-0101
IM TZEZ HACHAMAH (Shepherd's)	Saul Miel (1. ANU OLIN).....	Victor 25-5074
INSENSIBLEMENT (Gravida for Madams)	John Salton (Toute Cotonnata Ork) (I)	Victor 25-0101
JUMP	Ernie Bonadict Pallotters (TRINKER).....	Victor 25-092
LAND OF DREAMS	Leo Kempinski Continental Ork (IMAY-)	Columbia 37412
LELZER BADCHEN	Chaim Towber (CONEY ISLAND).....	Decca 45056
MAMA	Tony Ballo (Napoleone Ork) (TANGO DELLA).....	Decca 45056
MAURICE CHEVALIER RETURNS	Maurice Chevalier (Haut Rene Ork).....	Decca 45056
ALBUM	Alfred Pinnelli.....	Victor 25-509
Alfred Pinnelli, Parts 1 and 2.....	Victor 25-509	
Alfred Pinnelli, Parts 1 and 2.....	Victor 25-509	
Vingt Ann (At the Age of 20), Parts 1 and 2.....	Victor 25-509	
Worship While (In Pinnelli's).....	Victor 25-509	
MAYTIME GAIETY	Leo Kempinski Continental Ork (LAND OF DREAMS).....	Columbia 37412
MAZUR NA CYRUSIE (Mazurka Silver Barrel Ork).....	Continental C-1210	
at the Circus) (POLKA W.).....	Victor 25-0101	
My Little Lullaby (TZEZ).....	Victor 25-0101	
NORWICH POLKA	Carpine Accordion Band (HARTFORD)	Continental C-1300
O' SULLIVAN MOR	Mike Mathews Recording Ork (THEY WERE).....	Tara T 429
OH, HOW SHE LIED	Ernie Bonadict Pallotters (TRINKER).....	Standard T-127
POLKA MORDVICH OCI	Jerry Massman A Jack (Tango Della).....	Columbia 316-F
POLKAS ALBUM	Harry Harden Munette Ork.....	Decca A-572
ALB-AMERICAN POLKA	Victor 25-509	
Bring Out the Little Brown Jug Polka.....	Decca 45056	
Once More Little Polka.....	Decca 45056	
Polka Little Polka.....	Decca 45056	
The Silver Song Polka.....	Decca 45056	
The Star Polka.....	Decca 45056	
The Zampa Polka.....	Decca 45056	
The-Two Polka.....	Decca 45056	

HOT JAZZ

LOUIS ARMSTRONG CLASSICS		Decca A-572
ALBUM		
Bring Out the Little Brown Jug Polka.....	Louis Armstrong Ork. (Ray Davis)	Victor 25-509
Dinner Mouth Blues.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
Hokey Pokey.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
Mahogany Hall Stomp.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
Polka Party.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
Swing.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
Wend and Louis.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
When the Sweetest Time Comes.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
When the Saints Go Marching In.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
(Till We Meet When You're Dead) You Rascal You.....	Louis Armstrong Ork. (Ray Davis)	Decca 45056
AT SUNSHINE (12")		
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BIG T. BLUES		
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BLUES BEHIND BARS		
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BLUES FOR FOWLER		
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BLUES WITHOUT BOOZE		
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BODY AND SOUL		
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BUT NOT FOR ME		
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BUTTERFLY		
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CHINATOWN, MY CHINATOWN		
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D. A. BLUES		
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DEEP SONG		
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DIANE		
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DON'T BLAME ME		
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DOWNTOWN CAFE BOOZE (12")		
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EASY LIVING		
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DUKE KILLING		
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BLUES ALBUM		
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Ala. Ops Elect Officers; Vote To Back Cancer Fund

MONTGOMERY, Ala., Aug. 30.—Alabama Music Operators' Association (AMOA) held a two-day business meeting August 24-25 in the Whitley Hotel here, during which R. E. L. Choate, executive secretary of the association, announced the election of new officers.

During the meeting members of AMOA voted unanimously to back the Coin Machine Industries' drive for the Damon Runyon Cancer Fund by allocating a certain percentage of receipts on each juke box in the State between now and January 1 to go to the fund. Choate estimated that this would mean a contribution of about \$5,000.

List New Officers

Names of new officers elected during the second day of the meeting are Claude Hall, president; T. E. Farned, first vice-president; C. L. Cawlishaw, second vice-president; S. H. Stewart, treasurer, and L. E. Cohen, secretary. AMOA, which was formed in Sep-

tember, 1946, has approximately 50 per cent of the music operators in the State as members and they operate about 70 per cent of the jukeboxes in Alabama, according to Choate. In March, this year, the association opened a public relations drive to improve public opinion of the industry through the State and embraced a long-range educational program to be given the public thru news releases.

Rail Lines Agree To Publish Rates On Coin Machines

LOS ANGELES, Aug. 30.—Transcontinental rail lines have agreed to publish eastbound rates comparable to existing westbound rates on miniature bowling alleys manufactured here, according to a recent Transportation Department report.

Action came about after the Chamber of Commerce supported the request of the Allite Manufacturing Company, makers of Strikes 'n' Spares, an automatic, coin-operated bowling alley, for reduced rates to Eastern markets.

The new lower rates approved by the rail lines will equalize competitive freight costs and permit Allite to market its product in the East at substantial savings of transportation costs.

According to word of the Chamber of Commerce, the new approved freight rates are being published in the tariff and will be effective to all points in the United States on and after October 15, 1947.

Complete Music Systems

FOR SMALL LOCATIONS

SAVE MONEY WITH SHAFFER'S PACKAGE BUYS!

GUARANTEED COMPLETELY RECONDITIONED
ALL READY TO INSTALL IN LOCATION

1 SEEBURG HIDEAWAY	
5 5-10-25c WIRELESS WALL-O-MATICS	\$325.00
1 SPEAKER	
1 ROCK-OLA HIDEAWAY	
5 ROCK-OLA WALL BOXES	\$99.50
1 SPEAKER	
1 WURLITZER HIDEAWAY	
5 \$120 5-10-25c WALL BOXES	\$99.50
1 SPEAKER	

New Low Prices

Completely Reconditioned and Refinished

Seeburg Mayfair	\$165.00	Wurlitzer Victory 24	\$ 69.50
Seeburg Crown	150.00	Wurlitzer 616	85.00
Seeburg Model A "Lite-Up" ..	45.00	Rock-Ola Super	175.00
Wurlitzer 500	160.00	Rock-Ola Premier	140.00
Wurlitzer 500	150.00	Rock-Ola Monarch	79.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D. ALL ITEMS OFFERED SUBJECT TO PRIOR SALE.

SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

OPERATORS, ATTENTION!

TOP PRICES PAID FOR
USED RECORDS

SELL TO Chicago's Largest
Distributor of Used Records.
WE PAY THE FREIGHT

WRITE, CALL OR SHIP TO

USED RECORD EXCHANGE

1736 N. Keeler CHICAGO 87, ILL.
Telephone: CAPitol 7852
Will Pick Up Within 100 Mile Radius

NOW! FOR THE FIRST TIME!

THIS IS IT!

—the finest coin phono needle ever offered to the trade. A genuine sapphire tipped needle that sounds better, makes records last longer and doubles needle life. The one and only jewel-tipped needle designed for use in the new low-pressure coin-machines nationally known coin-machines now recommend sapphire for their new models. Stock up now on the needle that lasts, and lasts and lasts! Ask your jobber for the WALCO WS-900 SAPPHIRE NEEDLE.

World's pioneer and largest manufacturer of jewel-tipped phonograph needles.

WALCO MADE BY ELECTROVOX CO., INC.

31 FULTON STREET, NEWARK 2, NEW JERSEY

CHICAGO: 224 South Michigan Avenue
LOS ANGELES: 2214 West 13th Street

A Jewel-Tipped Coin-Phono Needle WALCO '900' SAPPHIRE

Seeburg USES WALCO SAPPHIRES!

If your machines run to the older models, we recommend a sensational new high-quality needle —

the WALCO
PRECIOUS METAL
COIN MACHINE NEEDLE.
Model WA-700.

Write today for your FREE sample of this new WALCO coin-machine needle.

New York:

The American Legion Convention held here last week brought a number of coinmen into the city from all over the country. However, with the emphasis on Legion business and fun-making, there was little business transacted on the Avenue from Wednesday morning thru the end of the week. A heavy exodus set in Friday morning as coinmen prepared to take off for work for the Labor Day week-end. Things were expected to get back to normal starting Tuesday.

Erl Winkler, Modern Music Sales, and Dave Lovell of the first band of his name, were among the coinmen participating in the convention. . . . Mike Munoz vacated after the past week-end in Atlantic City. . . . Nat Faber was another visitor along the Atlantic City boardwalk last week. Henry Ancherich is receiving congratulations on being appointed sales director of Colonial Television Corporation. . . . Joe Hirsch, president of the Associated Amusement Machine Operators of New York (AAMONY), is back in town after a short trip to Chicago, where he took care of some business.

Steve Leavelle, of Leavelle Laboratories, Moraville, N. J., will meet with some of the exes next week to discuss the firm's coin-operated tele. . . .

A. V. Brownson, director of security for New Zealand, purchased some coin machines on the Avenue last week. Leo Kuchel has arranged to take space in the East-West Distributing Company headquarters, where he will operate his coin business. . . . Visitors along the Avenue last week included Jay Enriquez, Cuba; Lucian Velez, Puerto Rico; Bill Golden, Montreal; and Tom Ferraro, Maryland. Mahopac, N. Y.; Alfred A. Green, Detroit; Lou Scholley, Nanuet, Ill.

Maxie Green, New Deal Distributors, drew one of the largest crowds of ops seen on the Avenue in a long time at the opening Thursday night. . . . Tom Ferraro, brother of Tony Ferraro, has joined the West Side Distributing Corporation. . . . Henry Gotland, of Washington, and Sel Meyer, of New York, are vacationing in Atlantic City.

J. R. Bennett has joined the Automatic Retail Vending division of the Dixie Cup Company. . . . Max Iskowitz has returned to the Maxwell Music Company headquarters after a trip to Canada. . . . Pic magazine lists the NAAMO veterans' training school in its Opportunity for Ex-Servicemen column. . . . Frank Bick (See NEW YORK on page 117)

Indianaapolis:

Dan Brennan, manager of Indiana Music Corporation, distributors of Airion phonographs, contacted operators in the Northern Indiana territory last week with good results. Dale Wiley, Peru, Ind., operator, was a coin row visitor last week, buying new equipment. . . . William O'Brien is the new addition to the sales organization at Indiana Music Corporation, Airion distributors.

E. E. Dunkin and W. R. Southwith, operators of Wizard Music, Anderson, Ind., bought new equipment while on coin row last week. . . . The manager of the Eyster Music Company, Terre Haute, Ind., visited here last week and bought new equipment. . . . The summer boss of Earl Anderson, on Portons Lake, near Mortville, was destroyed by fire of unknown origin early last week. . . . The new Business Stimulators, distributors of all types of coin-operated amusement devices.

Peter Stone, of the Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, is in Southern Indiana operators last week. . . . Mrs. Peter Stone is suffering with a summer cold. . . . Operators report an upward trend in business with many new spots being opened and an increase in play.

COIN MACHINE WORLD

Los Angeles:

Jack Greenfield, of Coast Enterprises, off to Chicago to confer with the Bert Mills Coffee Bar officials. . . . Lucille and Paul Layman married in their 30th, celebrating anniversary. . . . Ray Powers, of E. T. Mape Distributing Company, off to Lake Tahoe for a vacation. . . . Ben Korte, Glendale operator, has in Los Angeles following a trip to Alaska. . . . Earl Simmons, of Paso Robles, is reported recuperating following an auto accident about a month ago. . . . Frank Anderson, arcade operator in Honolulu, here for a visit and will put in some time taking and hunting.

Joseph Duarte, export manager of Badger Sales Company, in Mexico to look over the market. . . . Billy Hoppel, also of Badger Sales, returned from the Back-Ola school in Chicago. Hoppel reports that it was a most successful effort. . . . Bill Shorey and his sons of Island Sales Company in San Bernardino in the city and sporting chain whippers, part of the deal for a 48er celebration. . . . W. E. Ewins, of Napa, Calif., is buying coin row. . . . Roy Smith, of Balboa, in town during the week.

Joe Wolf, of M. S. Wolf Distributing Company, back from a business trip to Seattle. . . . W. O. Atkinson and A. W. Marline, of Occidente, buying coin row during the week. . . . Bert Polin, of San Luis Obispo, in the city looking around coin circles. . . . Jay Kurtz and Aubrey Stenier in Los Angeles to discuss plans for Kayem Products. . . . Larry Vay and Joe Holloway, Kayem Distributors, in the city to discuss the Texas area, in the city to discuss the Texas area.

. . . Preston Jarrell, of Weymouth Service, reported on the first list. . . . The coin row will be back at his desk soon. . . . Mart Parent, of M. L. Parent Distributing Company, Oakland, in Sacramento for the showing of the new coin machine at the California State Fair. . . . Jack Gutshall, of Jack Gutshall Distributing Company, to Lake Arrowhead for a week-end. . . . Bill Schrader and Jack Nelson, both of All-American Manufacturing Company, makers of Stukas in Spares, off to a near-by resort for the week-end.

Bernie Shapiro, of Adams-Felix Corporation, has moved his office to the new building. Shapiro, president of the company, is getting set to manufacture two new lines of vending equipment. . . . Eddie the seller, known as Cash Tray. . . . Jack Leonard, parts department manager for Badger Sales Company, is looking forward to getting home. . . . Jim Hurley, of E. T. Mape Distributing Company, is getting used to fixing busy formulas of early morning hours.

Twin Cities:

At least two Twin Cities coin machine distributors are expected to attend the special meeting of the South Dakota State Operators' Association at Rapid City, S. D., September 8-9. Certain coinmen, including John A. Baker, of LeBeau Novelty Sales Company, St. Paul, Rock-Ola jobber, and Hy Greenstein, of Hy-G Music Company, Minneapolis, Secord, distributor of the meeting, called by Mike Imig, president, will pertain to test case now pending before South Dakota courts on the operator's right to operate juke boxes in on-sale liquor establishments.

Minnesota's first State fair since 1944, which closes on Labor Day, is drawing numerous operators from all sections of the State and from neighboring States. John A. Baker, of LeBeau, has been a long time since so many coinmen have converged on the Twin Cities in a bunch. A partial list of the operators' right to operate juke boxes with shopping and buying (See TWIN CITIES on page 119)

Detroit:

Leo Angott is back to run the Angott Sales practically single-handed this week, with Carl Angott and Charles Andrews both vacationing up North, while Secretary Madeline Gorman was occupied with routine legal matters. . . . Chester Rozinski reports that the Mercury Products Company will be back in production this week on the new Athletic Scale, following the disastrous fire in their plant last month.

E. H. Snyder, of the United Novelty Company, one of the real old-timers locally, is looking forward to increased activity this fall. . . . Diamond T. Phillips, who headed the Diamond Music Company, East Side operating firm, has come into the spot scene business. . . . Morry Kaplan, formerly with the Brilliant Music Company, has accepted salesmanship for the Pan American Record Distributing Company is opening his own distributing organization at 311 East Jefferson. . . . Under the leadership of Morry Kaplan Music Sales.

Herman P. Taber Jr., Willis C. Taber, Bruce M. Simmonds, and William O. Cain are establishing the Taber Vending Machine and Distributing Company. . . . Russ Kula, who is bringing out a new independent record line, is returning to business activity after several months' absence. . . . The Pappas Music Company with a small East Side juke box route. . . . His brother-in-law, the famous "Big Boy" of the Music Company, is looking forward eagerly to an anticipated fall pickup in business.

Leo Angott has gone up to Manistique to join his brother, Carl, who is running the company, and is looking for vacationing in north woods with moose, several new music installations. . . . Max Lipin, head of All-American Music Co. in Cleveland on a business trip, leaving Akron (See DETROIT on page 119)

Kansas City:

Fred Fusone, manager of Acme Candy and Tobacco Company, is next up on the nuptial calendar. He will marry Miss Rosalie Oliver November 11. . . . The ceremony, they expect to spend their honeymoon in California. . . . Fred's brother, Joe, who heads up Acme's vending service, is expected to be in town for a week jaunt to California in September. . . . Frank Fusone, partner with Frank Buccaro in the firm, spent part of his vacation in the Florida in Florida, but he expects to take a little time off in Canada some time next month. . . . The company is still working hard to bring his golf tally down to par to match Nick Evola, of Paramount Music Company, but he says he will have to record some time. . . . Four some around OM Mission Country Club usually includes Evola, Fusone, Chick Ramsey, auto dealer, and Thomas LaCoe, liquor store operator, and Fusone reports, a little sadly, "They're all par shooters except me." Evola, incidentally, is reported to have recorded some beautiful golf shots this summer in 16mm. color movies.

E. J. Lina, coffee vander inventor, is another golf enthusiast in the local vending colony. He has been learning to play golf. . . . John J. Bell, president of the Lyncom Manufacturing Company, which is planning to make Lina's vander. . . . S. C. Noel, head of the Lina Manufacturing Co. vander manufacturing firm, is just (See KANSAS CITY on page 118)

Chicago:

Coven Distributing Company's showroom shows the effect of a business perk during the last week-end. Its product is a pin game or two—is a sign of something, says Bob Schaefer. He adds that the semi-vacant aspect of the room is a sign of a vacation delay. Firm's Edic Wikoff is back from his out-of-State trip, as is Coven's secretary, Sally Goldstein, who returned from her vacation last week. Visitors appearing at the Coven quarters included St. Case, Kenyon, and the August 25, "The Ill; John Brex, Cedar Lake, Ind.; Henry Greks, Monmouth, Ill., and Ben Golsby, South Bend, Ind.

Harold Pinca, Coin Machine Service, says that the sale of the new oil purpose rubber pinball hit he devised is going strong and the firm is being shipped nationally. Alice Lemke, secretary, returned August 28 from her vacation. . . . A. Garrick Rice, president of Vandy Company, says his life is back to normal; his two daughters, Judith and Karen, are back from their vacation. . . . The firm is in the Georgia mountains about an eight-week stay. Firm's service manager, Robert L. Seyles, became a daddy this week. . . . The firm's new addition is a girl, Lucile. Two other children are boys, Robert and Leslie.

Clayton Nemeroff, Monarch Coin Machine Company, says that Walter (Wally) Merila is no longer associated with Monarch. Merila, for a brief period, covered Wisconsin as salesman for Nemeroff. . . . According to Clayton, a rumor, circulated by Silvers Derby Show in Mianisk, Ill., one week of digger operation on a carnival midway is same as a month of work with Monarch. Merila, in a arcade; Clayton quotes above from a letter from Allan who was praising action of some Buckley Treasure Machine. . . . The recently purchased from Monarch. Callers during the past week were Fred Blezer, Kankakee, Ill.; Doc Hovington, Kankakee, Ill.; Bob Schaefer, Chicago, Wis., and Lewis Bosberg, New Orleans. . . .

Advance Machine Company, which is one of the old-timers in the coin machine field (organized in 1920), reports increased activity in its many lines of vending manufacture. E. C. Travis Jr., who has been active in the firm for the past 20 years, says sheet steel is the one thing still holding (See CHICAGO on page 116)

Portland, Ore.

A. M. Moss, formerly Portland branch manager for the M. S. Wolf Distributing Company, is now service manager for Coast Amusement Company, have organized the Kwik-Way Products Company, a partnership of Moss, and his partners, waxes, polishes, insecticides and other household and industrial chemicals. George J. Helts, former sales manager for the M. S. Wolf Distributing Company for the new firm. Moss left the first of July, while Brunn will continue at Coast until the first of the year.

S. A. Sedwick, head of S. A. Sedwick Company, operating firm, just wound up an extended vacation to Montana, where the fishing is reported to be very good. . . . The manager for Western Distributors, reports new game. Strikes "N" Spares, meeting good demand.

Frank Sandberg, manager for Mills Sales Company, Ltd., and I. Beckman and Tom Miller of Coast Amusement Company, have been active in maintaining the games the coin machine industry has donated to the Veterans' Hospital. . . . Twenty pinball and games are now in operation. Altho now out of the coin machine business, Beckman, who headed this committee when it was organized for (See PORTLAND, ORE. on page 119)



THE KICKOFF FOR THE BIG FALL SEASON . . .

FOR the next four weeks The Billboard editorial staff is working overtime for you interviewing manufacturers, distributors, suppliers, location owners and everyone else who can supply facts and figures necessary to give you a comprehensive yet accurate picture of the "Fall Outlook" for your business.

You will find this issue jammed full of new equipment announcements, analytical articles and useful lists. It's one you will want to read, keep and refer to often in the months ahead. Don't miss it!

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NEW PIN BALL GAMES

WRITE FOR PRICES

Turkey	Marjorie
Plunger	Money
Play Key	Flamingo
Music	Goldbell
Man/ell	

ARCADE EQUIPMENT

Chicago Coin Hockey	\$ 89.50
Die Lancers	95.00
Used Chicago Coin Markaball Champ.	89.50
Seaburg Target Conversion	75.00
Seaburg Five Conversion	85.00
Chicago Coin Casino	89.50
Chicago Total Roll	225.00
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Chicago Bull Bell	295.00
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5 BALL PIN GAMES

School Days	\$ 44.50
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Discus	25.00
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Seaburg Vegas	\$225.00
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Seaburg Colonial	275.00

SEABURG HI-TONE, ESRO	\$275.00
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Seaburg 20 Selection Wireless	\$22.50
Seaburg Wireless B20-Melico, 9/10/256	25.00
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48 Phonographs, 15 Pin Balls, parts and pick-up Truck. One fourth new equipment. All health for men out. Would consider selling half interest to someone who could handle route.

CLARENCE BEVANS

Phone 853 or 848

BROOKFIELD, MO.

New York:

(Continued from page 114)

coll, Braddeck Music Company, is on vacation.

Al Denver, Automatic Music Operators' Association (AMOA) presy is back from a California visit and reports that plans for the annual dinner-dance are shaping up fast. . . . Irv Morris, Active Amusement Company, Newark, was a visitor on the avenue last week. . . . Lou Berger, Locain, O. Jake and amusement machine operator, is expected in town next week.

Jim Noonan, Noonan Music Company, is on his way to New York from Florida for a visit and a vacation. He'll join his wife, Maralyn, who has been here for the past week. Jim will miss Joe Nezi, his New York manager, who is now vacationing. . . . Hal R. Meeks and Jim Harrington, both of Hal R. Meeks & Company, spent the last week-end resting in the mountains. The men took their wives along for the Labor Day week-end.

Jim Mullin, of Mullin Music Company, is up and around again after being bedded because of varicose veins. . . . Billy Carr and Sam Wolf, Brooklyn operators, here left for Chicago on a combination business and pleasure trip. . . . Sam Kramer, Intertone Music, has returned to the city from the Thousand Islands.

Thomas (King) Keith, Keith Amusement Machines, turned his business over to his son, a veteran of World War II, in order to participate in the Legion convention activities. . . . Phil Ralsen, Banner Novelty Company, has opened his new headquarters in Brooklyn, with those attending the opening reporting that the offices are a regular showplace. . . . Morris Road is back at his desk at Ruxey Sales Company of New York after recuperating from a serious illness. . . . Henry Weiner is the new general sales manager of the Cigaromat Corporation of America. . . . Gene Russell, president of Amusement Research Corporation, Yonkers, is in Atlanta this week looking over the firm's new production facilities.

Leo Stobor, Island Rubenstein and Eugene Flornont, of Greyhound Racing Games, are planning to release their new group come shortly. The firm is also planning to exhibit at the Chicago convention of the National Association of Parks, Fools and Beaches later this year. . . . Samuel Sobel, president of Samuel Sobel, Inc., is home resting after a back injury.

A sirup manufacturer now has a new chocolate soda vending machine in the model stage. . . . Sam Wasserman, of B. Wasserman Company, celebrated his 74th birthday recently. . . . A Syracuse firm noted an item about Bob Jacobs' drink vendors in this column recently and addressed a letter to "Ed Jacobs, Coney Island Arcade Owner, Coney Island, New York." The letter was delivered promptly.

Lew Klein's Penny Arcade Amusement Center on the Flatbush extension in Brooklyn, is joining the other arcades in the city by adding poker tables. The poker games have proven to be heavy draws thruout the city. . . . Telecoin execs are now setting up the details for the second tour of the Telecoin Caravan.

Pre-convention arrivals of American Legion members jammed the midtown arcades during the early part of the week. . . . McKim (Mac) Smith, president of the National Association of Amusement Machine Owners (NAAMO), is urging members to donate various types of coin machines to the Manhattan Trades Center School.

Coney Island arcade owners looking forward to the season's heaviest play during the Mardi Gras September 9-14.

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Housed by Haines Radio Sales Co.
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40 - \$1.45
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COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00

Factory re-
conditioned like new.

Changeable right on location in a few moments' time to 1-5-10-20-30 play. Cabinet polished to give new machine appearance. Size: 18 1/2" x 14 1/2" x 12" deep, 80 lbs. wt.

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MACHINES IN ALL CITIES
Send for complete list of Coin Operated Equipment,
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LEHIGH SPECIALTY CO.

1407 W. MONTGOMERY AVE. PHILADELPHIA 21, PA.

COINMEN YOU KNOW

Kansas City:

(Continued from page 114)

back from a trip to his wheel farms in Western Kansas and he reports that the golden grain looks beautiful this year, especially at \$2.10 per bushel. He and J. D. Harrington, who just returned from vacationing in Colorado, expect to go to Chicago soon to display their 200-bottle vander, which is scheduled to go into full factory production early next year.

Carl Bernitz, of Bernitz Manufacturing and Machine Works, which makes the Roulette vender, just got delivery on a new five-passenger Cessna last week. Now, he's looking for a chance to give it a good tryout. He has 1,200 hours in the air as pilot, and he uses the plane to make service and business calls throughout the country.

Gordon Buhl, manager of the RCA Victor Distributing Company here, is just back from a vacation trip thru Canada, Minnesota and the Black Hills of South Dakota. . . . Now city salesman at RCA is Richard Ware, . . . Nancy Gross, receptionist who has handled record accounts for juke operators, is recuperating from an appendectomy at St. Joseph's Hospital.

Fred Johnson, president of Select-Vend Corporation, makers of Dr. Pepper bottle venders, is back battling the materials bottlenecks again after a swing around the country to the West Coast. He was calling on bottlers from here to California and back the Texas and he reports that conditions in the soft drink industry appear to be just about the same throughout the country, with the vending end of the business growing just as fast as equipment becomes available.

Louis Fanzare and Charles Carrella are rounding out their eighth year as partners in the State Amusement Company, music and pinball operation, and Fanzare says he is looking for a healthy upturn in the business this fall with the return of cool weather.

Alex Izard, new head of the Vendo Company's coin changer department, reports that production on the changers is "pretty good" in spite of the continuing steel shortage. . . . Joe Knapp, of Knappway Devices, Inc., reports that experimental work is going forward on his coffee vender. . . . Francis H. Allen, head of Automatic Canteen of Kansas City, who was building himself quite a reputation as a cross-country traveler, has been sticking pretty close to the plant this summer, apparently kept busy by the soft drink demand that has gone along with the record heat wave.

D. M. Kitzman, president of National Products Company, which is developing a bottle vender, is due back from Arizona September 8 with a new bride. He is marrying Miss Mamie Perkins, of Kansas City, in a ceremony scheduled for September 4 in Arizona. During his absence, W. L. Prologer, purchasing agent and plastic production manager, is in charge of the plant out on Wilson Avenue.

Henry Siler, who heads Silent Vending Company, one of Kansas City's oldest cigarette-candy-gum operations, is quite pleased with his firm's new quarters on Prospect. His two sons, Henry Jr. and Francis William, both back from the service, are taking a big part in the business, which Siler reports is expanding just as fast as he can get new equipment.

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NEW AND USED MACHINES



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FINEST QUALITY METAL TYPER DISCS

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Guaranteed to increase your profits.
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Buy from DEVICES



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\$21.95-22.95

10-Day Trial, Money Back Guarantee
Kicker and Catcher Counter Model
1st Model, \$37.50
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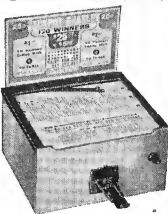
DEVICES NOVELTY SALES CO.
467 N. Milwaukee Ave., Chicago 10, Ill.

NEED THE ROOM OUT THEY GO

HAYANA	\$165.00
SUPERLIMER	129.50
SUPERSCORE	149.50
SEA BREEZE	129.50
CANTEEN	59.50
LAURA	39.50
FLAT TOP	29.50
MILLS VEST POCKET BELLS	29.50

Frank Swartz Sales Co.
50 other games - \$20.00 each; good buys.
315-A FOURTH AVENUE, S.W.
NASHVILLE 10, TENN.
Phone 4-3571

OUR THIRD GREAT SEASON



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

Portland, Ore.:

(Continued from page 114)

M. S. Wolf Company, still maintains an interest in the program, keeping a watchful eye on need for servicing and repairs.

Arnold Caplan, head of the vending division of the A & B Candy Company, reports a favorable response among the vending trade to The Billboard's recent articles pointing out damage to the industry from neglected vending machines. Caplan says operators are becoming more sensitive to their responsibilities in maintaining public good will.

D. A. Estey, head of D. A. Estey & Company, vending operating firm, reports that the Midwest and South appear to benefit somewhat from closer proximity to source of supplies. Estey commented upon his return from a month tour. After attending the National Junior Golf Tournament at Peoria, Ill., where his son, Richard, was an Oregon entry, Estey visited New Orleans, Birmingham and Milwaukee to look over vending operation practices. Son Richard reached quarter-finals in the tournament.

H. D. Lellingwell, manager of the Coatsmen Company of Oregon, has returned from a three-week visit to Denver, Colorado Springs and Yellowstone Park. Says business locally is as good as short supply and equipment conditions permit.

Detroit:

(Continued from page 114)

Lipin and Jack Parr to run the business here. . . . Gerhard (Guy) Weberman, head of Gay-Coin Distributors, is returning from his vacation in parts unknown. . . . C. R. (Reg) Armstrong is setting up a model record department at Bush Son's Company, new distributors for Columbia.

Morris Goldman, Mr. and Mrs. Louis Fisher, Roy Olson and Irving Ackerman attended the annual Cleveland operators' picnic. . . . Paul and Peter Ghinetti and John Krotzke, of Lansing, are forming the new firm of Automatic Service, Inc., with a capitalization of \$50,000 to deal in vending machines. . . . James M. Dunn is starting a music route of his own on the East Side under the name of the Dunn Music Company.

Twin Cities:

(Continued from page 114)

tour includes, from Minnesota: Milo Whitman, of Hibbing; Stanley Wozniak, Little Falls; Oscar Krocken, Long Prairie; Joe Webber, of Faribault; O. Coffield, Ansonia; Hank Krueger, Fairfax; Lloyd Labrie, Northome; Frank Mogens, Grand Rapids; Harold Peterson, Beloit; Bruce Ruffalo, Wells.

From other States were Glenn Rackliff, Superior, Wis.; Phil Smith, Fargo, N. D.; Fred F. Fixel, Pembina, N. D.; Roy Foster, Sioux Falls, S. D.; Harold Havenor, Eleva, Wis.; Charles Leach, Rapid City, S. D.; Harold Scott, Moberg, S. D.; and Milton Cayo and Carl Andrewski, Chippewa Falls, Wis.

Archie Loebau, of Loebau Novelty Company, has taken advantage of State fair week to run a Rock-Ola service school for servicemen and operators. Jack Karabash, of Chicago, is in charge of the school and the first four days drew an attendance of nearly 100 coinmen. . . . Herman Foster, of Mayflower Novelty Company, was two back at his desk this week following a business trip to Milwaukee, Detroit and other Eastern points.

Jonas Bessler, of Hy-G Music Company, is on a trip to Northern Minnesota and Canada. . . . Busy inquiries in phone records from various locations are Amos Hellicher and Jim Karusis, Minneapolis operators. . . . Oscar Truppmann, of Bush Distributing Company, reports that arcades at the State fair are doing a tremendous business.

LOOK LOOK LOOK

F. & W. AMUSEMENT CO.

AMUSEMENT EQUIPMENT DISTRIBUTOR

Has the following to offer in new and used equipment: Cenco's Advance Rolls and Honey, Chicago Coin's latest Gold Ball, also Basket Ball Champ and Play Boy, Williams' Flamingo, United's latest—Hawaii, also Maxies. Special price on a few Havans, new, and in original crates at \$179.50. New Goldies, ask for prices.

CLEANED USED EQUIPMENT READY FOR LOCATION

CHALLENGER	\$30.00	STATE FAIR	\$109.50
ARIZONA	69.50	SPILL BOUND	114.50
TRADE WINDS	69.50	AMBER	114.50
PRISCO	69.50	SUPER SCORE	129.50
GRAND CANYON	69.50	SHOW GIRL	124.50
SUPERLINER	99.50	DYNAMITE	139.50
RAFFLE CARD	99.50	LIGHTNING	149.50
FALL BALL	99.50	KILROY	149.50
STEP-UP	99.50	HAVANAS	159.50
STAGE DOOR CANTEN	49.50		

These games are ready to start making you money when they arrive. We are also first with the latest new equipment and would like to quote you prices on any of your requirements, large or small. We have two locations to supply you from. Phone, wire or write.

1/3 Deposit with all orders, balances C. O. D. Prompt service.

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CLOSING OUT

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GOLDEN FALLS CABINETS COMPLETE

Will fit any type Mills
Escalator Machine

AVAILABLE—

HAND LOAD OR
RESERVE TYPE

WIRE OR PHONE
COLLECT

FOR SPECIAL
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American Amusement Co.

153 E. Grand Ave., Chicago 11, Ill.
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FOR SALE

1 Three Way Kenney Bonus Super
Roll, 5-5-25 \$950.00

1 Half Draw Bell 265.00

1 Two Way Kenney Bonus Super
Roll, F.P., Comb. 5-25 700.00

Equipment used only from two to five
years. We invite you to look them over.

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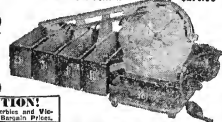
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LATEST BRAND
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MACHINES ARE UP TO
A HIGH STANDARD, NOT
DOWN TO A PRICE.
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GLOBE COIN SORTER \$290.00



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MARVELS & MERCURYS

Equipped With Electrical Time

WRITE FOR PRICES

'POP-UP'

WRITE FOR SPECIAL PRICES

SLOTS

1 Mills Brown Ham-

marlaid, 3c \$175.00

1 Mills Brown Ham-

marlaid, 10c 180.00

1 Mills Brown Ham-

marlaid, 25c 195.00

1 Mills Chm. 3c 150.00

SEND FOR OUR

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ANY 3 FOR

\$125.00!

ARGENTINE

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GUN CLUB

SEVEN UP

SHOW BOOT

SPOT POOL

STAR ATTRACTION

TEN SPOT

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FOR SALE

Complete coin machine operation, established over 20 years, consisting of following equipment, all on location: (11) 100 post-war Pins (12) 50 Jukes—50%, new Seeburg Rock-Ola 129 100 Slots in private clubs. (49) 15 new Consoles, (15) 12 operating board cases. This, plus all parts and supplies and considerable first-class equipment in stock. 60x50 two-story building with additional income and two service trucks. Gross to operator per year, \$150,000. This route located in Central Midwest area. Book will substantiate the facts. Price \$175,000, with 2/3 down, balance with finance.

BOX D-107

c/o THE BILLBOARD

CINCINNATI 22, O.

IF YOU ARE NOT TOO BUSY TO SAVE MONEY, THEN READ THIS AD!

All of the following five ball free play games are in tip-top shape, rails scraped and ready to be placed on location

PRE-WAR GAMES

Big Parade.....	@ \$30.00	Flat Top.....	@ \$40.00
Opportunity.....	@ 39.50	Shangri-La.....	@ 35.00
Keep 'Em Flying.....	@ 99.50	Streamliner.....	@ 40.00
Hi-Hal.....	@ 30.00	Sun Valley.....	@ 40.00
Grand Canyon.....	@ 40.00	Sky Chief.....	@ 30.00

POST-WAR GAMES

Vanities.....	@ \$135.00	Rio.....	@ \$159.50
Tornado.....	@ 150.00	Midjet Races.....	@ 99.50
Spillbound.....	@ 99.50	Midjet America.....	@ 140.00
Surf Queens.....	@ 60.00	Malibu.....	@ 165.00
Step-Up.....	@ 119.50	Kilroy.....	@ 149.50
State Fair.....	@ 124.50	Havana.....	@ 159.50
Superscore.....	@ 130.00	Fast Ball.....	@ 99.50
Superliner.....	@ 109.50	Fiesta.....	@ 125.00
Supersun.....	@ 89.50	Crop Fire.....	@ 169.50
Smoky.....	@ 139.50	Big Hit (Gopher).....	@ 69.50
Sea Breeze.....	@ 119.50	Big League.....	@ 89.50
Show Girls.....	@ 139.50	Ranger.....	@ 189.50
Rockets.....	@ 149.50		

Kindly include one-third deposit in cash, cashier's check as money order, State method of shipment preferred. Write: Morrie Novelty Sales, 3007-09 Olive St., Philadelphia, Pa. 19104. Write for prices on all new games. We won't be undersold.

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THE ONLY 30-RECORD PHONO AVAILABLE
Rapid All-Phone Equipment—Trouble Free
NOW! THE "BREAK" MUSIC OPERATORS HAVE
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YOU CAN GET DELIVERY . . . NOW!
SEE UNITED CREDIT TODAY . . . NOW!

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HANDLING EVERYTHING IN MUSIC, GAMES,
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MAX BROWN

The Weather's Cooler and Our Prices Have
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Look at these
Terrific Fall Specials
We have all Pro-Wire
Plastic Bumper games,
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Your Choice
\$25.00 Each

Write for prices on all
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YOU'LL LIKE THE WAY WE DO BUSINESS

Phil's COIN MACHINE EXCHANGE
844 N. BROAD ST. — PHONE PD 5-4172 PHILA., PA.

RECORD REVIEWS

(Continued from page 29)

SHERBORN TRIO (Columbia 6440)

What Is This Thing Called Love?—Inst.

These Foolish Things—Inst.

Pianist Lou Stein displays a very melodic brand of jazz variation that may find some commercial listening. Although disking is essentially aimed at jazz fans, Stein, backed by Shelly Manna's tubbing and Bob Carter's bass (all are members of Charley Ventura's sextet), does an up-tempo job in Love, while mating it in a slower mood. While variations are strictly in the be-bop meter, they don't wander too far from the theme to become an all-out jazz item. On basis of its first cutting, this three-piece ranks as one of the finest coordinated rhythm sections on wax.

For the jazzophiles, with slight commercial interest alone.

TINY HILL (Mercury 6050)

What's the Reason?—Ft. VC.

You'll Live To Regret It—Ft. VC.

The benevolent hand of heaven rescues one of his old Okeh platter successes on the A side of this Mercury disk. Ditty is almost an exact replica of the original waxing, with Tiny singing out lustily with the shuffle band backing. Reverse is from the pen of his wife, Jenny Lee Carson, and while theme is a bit like the A side, ballad is more in the rustic groove.

A double-handed item for locations that go for Tiny Hill.

BILL SAMUELS (Mercury 6042)

When I Close My Eyes—Ft. VC.

Where's My Baby?—Ft. VC.

Bill Samuels gets much better backing on these sides than his previous Mercury waxing, having dropped his trio for record dates and on this session being backed by Ram Ramirez's all-star quartet, highlighting Bill Coleman's trumpet. When I Close My Eyes is done in the slow, pulsating rhythm that seems to be making race hits, with Samuels giving it an all-out treatment that should sell. The flipover is in a faster groove, with intro of the platter a bit off because of bad pick-up of the rhythm section.

Fair interest here for race juke ops.

THE ESQUIRE TRIO (United Artist 108)

Big—Ft. VC.

You're the Sunshine of My Heart—Ft. VC.

With gal's names catching on as titles for current hits, late ballad contender, in one of the weakest to appear in the competition. Lyrics are especially true and second half of the disk is only part worthy of activity. It's strictly instrumental and features the fine blend of the Esquire Trio's piano, bass and accordion. Mating is stronger side, with Bob Hanna's firm piano lead standing out to make the record a worthy item. Dikery has made a deal with Coin Machine Industries on this waxing to contribute 8 cents of price of each of the waxings, which go to juke ops.

You're the Sunshine will sell this one.

DINAH WASHINGTON (Mercury 6050)

Mean and Bad Religion—Ft. VC.

Fool That I Am—Ft. VC.

After a series of platters, in which Dinah Washington was misused as a ballad and standard singer, Mercury comes up with a meaty two-sided for the ex-Hampton warbler. Mean and Bad Religion follows the lines of the successful Leonard Feather tunes, which in Washington cut for Keynote and which were recently released on Mercury. Lyrics are in an earthy race groove and gal seems inspired to her best lyric effort by fine support from a be-bop styled blues combo. The B side is the rising ballad, Fool That I Am, done in slower tempo, with Dinah proving

that she can apply the torch correctly when necessary.

Negro locations will clamor for it as one.

BUCK RASKEY'S ROYAL YOKERS (GWB 2244)

In the Good Old Summertime—Ft. VC.

Somebody Loves Me—Ft. VC.

This new waxing whips up a just so-so combination of music and song for its first effort. The Royal Yorkers (organ, piano and drums) do an old-time impression on Summertime side, with the piano player making his a choice, minus behind George Ball's vocal. Reverse is a very weak tune, marred further by a corny Intro, with Raskey's vocal line of helplessly sweet lines that mean and add nothing to the waxing. Balance is bad on both sides, with drums coming in too weakly, and record would be improved all around if some instrument, other than tubs, had added to the combo.

Little phone interest here.

LEOPOLD STOKOWSKI (Victor 10-1210)

Die Fledermaus—Parts 1 & 10—W.

Leopold Stokowski, conducting the Hollywood Bowl Symphony Orchestra, gives a choice waxing for his own symphonic transcription of Johann Strauss' waltz melodies from Die Fledermaus, taking both sides of the 10-inch track. Conducts the symphony with true Viennese tilt and abandon, and the recording captures the resonance and richness of the symphony orchestra.

For the home library.

S. Doolin Back From Sanitation Meetings

CHICAGO, Aug. 30.—National Confectioners' Association (NCA) Sanitation Director Gerald S. Doolin has returned from a six week tour of five western states during which he conducted sanitation meetings and surveyed local sanitation problems. Doolin's tour is the forerunner of similar trips which he will make through sections of the country.

Doolin attended the first sanitation meeting in Denver during which 85 persons, representing manufacturers in that area, met. Chairman of the meeting was John H. J. Baur, O. P. Baur Confectionery Company, Denver. Second meeting was held in Salt Lake City with officials of State and city health departments, Leonard J. Sweet, Sweet Candy Company.

Third gathering was at Tacoma, Wash. At that time attendance was 36. San Francisco was the scene of the fourth sanitation meeting. Kenneth L. White, NCA director, associated with Arnold MacFarlane Candy Company, directed the meet. Fifth and last meeting took place in Los Angeles July 31. Robert W. Kerner, Christopher Candy Company, was chairman. Attendance numbered 33 persons.

Report Virginia Tourist Trade Up

RICHMOND, Va., Aug. 30.—State Chamber of Commerce reports increased tourist business in the State and that predicted tourist trade boom is a business program to make tourist spots more attractive to visitors a further rise will be recorded. As illustration of the upsurge in tourist trade, the chamber points out that 41 per cent more visitors came to Shenandoah National Park last year than the same month last year. Tourist gain, were also reported at other scenic attractions throughout the State.



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ARGENTINE	29.50
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★ CONSOLES ★

5c BONUS BELL	\$395.00
5c DRAW BELL	265.00
5c SUPER BELLS (Convert.) ..	50.00
5c CLUB BELLS (Convert.) ..	37.50
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(Factory Record.)	

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In cov. Pittsburgh area for nationally known distributor of Pin Ball Games. Exclusive territory. Must have exp. and know all operators in territory. Drawing account against commission. State machine dealer present employment. All replies confidential.

BOX D-106

c/o The Billboard, Cincinnati 22, O.

See 1947 Peak Export Year; Foreign Juice Prices Down

(Continued from page 95)

the statistics. As exporters point out, however, it is difficult to get a true picture of Canadian juice box purchases, since many incomplete mechanisms are sent up to Canada for assembly and completion there.

Brazil Pays Most

Highest prices paid for music machines in the June export market was the shipment made to Brazil—a total of five juice boxes, with a value of \$475, or an average value per machine of 1950. Next highest was the single music machine shipped to Hong Kong, China—probably to the British colony there—for \$341. Both of these purchases were undoubtedly new music machines.

The average price paid for vending machines during June in the export market shows that foreign buyers are taking more new equipment than they formerly did. Highest priced vending units went to Curacao, where buyers took three vending units valued at a total of \$137, or an average price of \$322 per vender. Lowest priced vending units went to Canada which paid an average price of \$120 for 128 venders.

Prior to the war, most of the venders shipped abroad were penny ball machines, which meant that the pre-war and the early post-war vending export business actually amounted to very little in the way of dollar volume. Most observers of

the export market believe that the potential market is greatly limited, since many countries—including Mexico and Cuba—do not seem to acquire a taste for soft drinks and confections and many more lack facilities for producing these supplies in any quantity. Eventually, vending exporters believe that the Latin-American countries, with Canada and Mexico, will provide a steady market for major types of vending machines.

Game Price Up

During June, commerce department figures show, the amusement games exported went for the highest prices since the end of the war. The average price of games exported during that month was \$143, as compared to \$80 the previous month.

Highest prices paid went to Korea, where some unknown buyer paid an average price of \$366 for nine amusement machines. In total dollar value, Canada led all other game buyers, Mexico—which may believe will become a major games market within a short period of time—ran behind three other countries, Korea, Panama and the Canal Zone, as an importer of games.

Since the commerce department has started to lump all small purchasers of coin machines into a group labeled "Others," it is impossible to tell how many machines bought equipment during June. The smallest totals, and the lowest average prices, were in these countries, where, for instance, the average price paid for 365 amusement games was only \$18.

NAAMO GRADUATION

(Continued from page 96)
is still going ahead full blast, Smith states. Carl Tripple, of Ideal Novelty company, St. Louis, writes that he is sending two Mills studio photographs to the school. He has already sent a Keeney Submarine and a Bally Bull Guns. Colman from almost all parts of the country have been sending machines.

Aim of the drive for coin machines is to give the vets experience in repairing used coin machines of all types and to award each vet a \$100 check upon graduation from the sale of the machines—after they have been repaired—by a special NAAMO committee. Any extra revenue obtained from the sale of the machines will be used for the second group of vets who start receiving instruction in the middle of next year.

Any coinman who wishes to donate any type of coin-operated machine to the vets should send it direct to the Manhattan Trades Center, 45 Rivington Street, New York, care of A. P. Henry, senior instructor, according to Smith.

N. Y. ASSNS. COMBINE

(Continued from page 95)
in the coin machine field in the area and has now received an office after dropping it to accept a coin machine distributorship, was named legal counsel. Blatt is the brother of Willy (Napoleon) Blatt, now in Miami.

Other Officers

Other officers elected at the meeting were: Lou Rosenberg, vice-president; Alex Koeningberg, secretary; Sol Wohlman, financial secretary; Lucky Lax, treasurer; Harry Newman Goldberg, sergeant at arms. Named to the board of directors with Hirsch were: Irving Weiner, Murray Lax, Harp Hartman, Phil Kurtz, Sol Tabb and Milton Green. First official meeting of the new officers has been set for September 11, in the Capitol Hotel, starting at 8 p.m.

Minut. Attorney Gen. Says Free Play Pins Legal

(Continued from page 96)

be tried in Criminal Court and not a civil suit. He said that the court probably will hear the case during its fall term.

It would appear, continued Burquist to Emery, "that there is considerable doubt as to whether a free play constitutes as a matter of law a coin-operated game within the meaning of our lottery and gambling statutes."

Asks Clear Ruling

"The Legislature of our State should, by legislation, indicate clearly whether it intended such free play as those here in question to be considered 'things of value' within the meaning of our lottery and gambling laws. If the Legislature had intended the right to a 'free play' to be construed as property or a thing of value within the meaning of our lottery and gambling laws, that body should have said so in clear terms."

"Every person is entitled to have a statute sufficiently explicit to enable him to determine the reading thereof whether an act that he contemplates constitutes a crime."

Burquist declared that, "If the meaning of a criminal statute is not so clear that reasonable minds agree as to its application to some particular act, the statute must be construed, under general legal principles, in the most liberal manner."

"Reading all of our gambling statutes together requires the conclusion that the Legislature intends that a free play shall not be deemed to be a thing of value within the meaning of the gambling laws," Burquist concluded. "It is the thing of value, within the meaning of our gambling statutes, it should be construed as a thing of value, a thing of value within the meaning of our lottery law."

The St. Paul situation was preoccupied several months ago by the request of Public Safety Commissioner Gus Baruss, Ramsey County Attorney James Lynch ruled that the State could regulate crime game devices within the meaning of a 1945 statute.

Liquor Sales Drop Heralds Biz Trend

WASHINGTON, Aug. 30.—Indication that the general trend of business is downward was given by recently released figures showing that the apparent consumption of distilled spirits in the United States for the first half of 1947 took a 52.6 per cent drop from figures for the corresponding 1946 period.

Facts released were:
Apparent consumption of distilled spirits in all States for the first half of 1947 amounted to 77,532,458 gallons.

January-June consumption in license States was down 38.4 per cent from 1946.

January-June consumption in monopoly States (where all sales are thru State liquor stores) was of 12.8 per cent as compared to last year.

Gallons consumption in license States for June was 7,712,017 gallons, 46.1 per cent decrease from June, 1946.

Gallons consumption in monopoly States for June was 8,750,768 gallons, off 11.7 per cent from the same month a year ago.

Liquor industry spokesmen said that the drop in sales from drop in license and monopoly States indicates that a substantial percentage of sales in license States are being made from inventories and not from current purchases.

Press, Radio Stress Growing Importance Of Vender Business

NEW YORK, Aug. 30.—A growing interest in vending machines as a part of future careers throughout the country is being fostered by an increased publicity campaign in newspapers and on the radio. The Supermen comic strip, distributed by the McClure News Syndicate, on August 24 started a new sequence in which the title character is called upon to assist C.G.'s in developing a machine further vending machine which they were supposed to have invented while in the army. The fact that Supermen writers have been attempting to fill former members of the armed forces get started in peacetime endeavor, makes this sequence in the Sunday strips both promotional and enterprising.

A report on newspaper and radio response by officials of the Telecoin Corporation indicates that the nationwide publicity of their Caravan continued several weeks after the tour ended, and is stronger now than when the Caravan was touring the country.

Wire Service Coverage

The country's three major news services, the Associated Press (AP), United Press (UP) and the International News Service (INS) all carried lengthy follow-ups of the Caravan in the past few days, while radio coverage during the tour was one of the heaviest ever reported by a coin machine company.

An example of the publicity is the following from Jack Rutledge's AP column:

"Back in the pre-atomic era when life was simple and business was done over the counter, such machines were confined to uncomplicated gadgets in which you dropped a penny and got a handful of peanuts or maybe a stick of chewing gum.

The picture has changed drastically. Coin machines now dispense cigarettes, music, razor blades, sandwiches, cold drinks, pie and countless other articles.

"Future machines may make these seem as simple as the peanut gadget. A hint to what you may expect was given by the Telecoin Corporation at New York which put on a demonstration in Dallas.

"They've got machines now that even do the weekly wash . . . Work that used to take one or maybe two full days is now completed in about 90 minutes. Do housewives like the idea? Well, these Laundrettes are spreading like wildfire.

Syndicate Stories

Herman W. Nichols, writing for UP, did a 500 word story on the Tele Quizzer, which was sent out to the entire service, while Melvin S. Rifkin, INS, wrote a story covering all the machines in the Caravan for his syndicate. Alice Hughes, who writes a column for the King Features Syndicate, did a special column recently on the coin-operated laundries and the various other machines that appeal especially to women.

Radio publicity following the Caravan tour also continued. Ed Fagen Fitzgerald, heard locally over WOR, did a show on the Tele Quizzer. Bob Godley, heard over WHK, Cleveland, did a show on the coin-operated laundries. Mrs. Jack Rutledge, wife of the AP writer, made two special broadcasts over station WFAA, Dallas, while the other two were in the area. Mrs. Port Worth covered the Caravan. All five radio stations in Atlanta featured Caravan broadcasts, with Magie Dawson broadcast over WIGG, drawing special interest as the program featured the time-saving devices displayed for the housewives. Local stations carried spot announcements on the show that allowed up with news stories where the Caravan had left town.

Give Details of Roberts, Idaho, New Bell Machine Ordinance

BOISE, Idaho, Aug. 30.—Coinmen throughout the Midwest and Northwest who have been wondering about the net results of Idaho's enabling act—which permits local governments to legalize and license bell machine operations—have at least one village ordinance to examine. On March 11, this year, the Idaho Legislature passed House Bill No. 43, permitting local governments to draw up such ordinances, and one of the first such ordinances to be approved and re-passed affects bell machine operations in the village of Roberts, Idaho.

The Roberts ordinance provides that all persons or organizations who wish to operate bell machines first pay an application fee of \$500 which is later applied, if the application is approved, toward the gross license fee of \$500 per year. Licensees are to be licensed by the village officials' permission.

Complete text of the ordinance as released by Roberts village officials is printed below:

An ordinance providing for the licensing by the village of Roberts, Idaho, of coin-operated amusement devices defined by House Bill No. 43 passed by the Legislature of the State of Idaho at the 29th session and approved by the governor of the State of Idaho on March 11, 1947; providing limitations on licenses; providing the license fees to be paid on each such machine or device and the apportionment and payment of the portion thereof to the State of Idaho and Jefferson County as provided by said House Bill No. 43; providing regulation and control for the operation of said devices and licensing the same; providing the form of license or stamp to be obtained and displayed thereof and for enforcement thereof; providing for the pro rating of license fees for the calendar year; providing penalties for violation of this ordinance; providing for the revocation of licenses and for notice of hearing preceding such revocations; providing a saving clause, and repealing all ordinances or parts of ordinances in conflict herewith.

Be it enacted by the board of the village of Roberts, Jefferson County, Idaho:

Section 1. For the purpose of the ordinance the following definitions shall apply in the interpretation of the provisions of this ordinance:

(a) A "coin-operated amusement device" is a machine or mechanical device into which may be inserted any piece of money or other object from which as a result of such insertion and the application of physical or mechanical force may issue wholly upon any chance of uncertain or contingent event any piece or pieces of money, or any check, memorandum, or other tangible evidence calling for money or property, or which when the memorandum or other tangible evidence, is after issuance, actually redeemed in money or exchanged for money or property or for anything whatsoever; which device is defined as and hereby declared to be gaming but not lottery.

(b) The purpose of this act any machine having multiple combinations for coin denominations that can be operated by the insertion, in separate slots, of any number of coins or pieces of money, or any check, memorandum, or other tangible evidence shall be required to pay the license fee hereinafter prescribed for each device.

(c) The word "person" includes an individual person, partnership, corporation or association.

Section 2. It shall be unlawful for any person, firm, partnership, corporation or association to possess, lease, rent, license or permit the use of any such device, place, machine, or to permit the operation of, upon any premises or at any place located on public

ing in the village of Roberts, any coin-operated amusement device, unless and until such coin-operated amusement device shall be licensed by Roberts, Idaho, as hereinafter provided; and it shall be unlawful to permit any person under the age of 20 years to play a coin-operated amusement device, or to operate or permit the operation of such device in any public place where persons over 20 years of age would have access thereto.

Section 3. Before any such coin-operated amusement device may be operated within the village, an application for a license for each such device or devices, shall be filed with the village clerk of the village of Roberts on an application form provided by the village. Said application for shall provide, among other things, the following information: The name of the applicant, the name of the device, and the location where it is proposed such coin-operated device is or devices are, to be operated; the number of such devices and the make, serial number, type and coin denomination of each machine desired to be operated by the applicant at such location; such application shall be signed and verified by the applicant, or if the application is made by a partnership, then by one of the partners, or is by a corporation or association, then by an officer of such corporation or association.

Such application, accompanied by (See Give Details on page 129)

Remove Two-Hour Motors

GEORGETOWN, Ky., Aug. 30.—Because city council felt "there were too many meters already," 64 two-hour meters have been removed here after a six-month trial period, according to Mayor A. F. Frather. The mayor said the removal of the devices left the city with 150 meters, each permitting an hour's parking.

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Review '47 State Legislation Affecting Coin Machine Trade

CHICAGO, Aug. 30.—A recap of legislative activity this year (only Alabama is still reporting activity of interest to the industry) discloses how many State law-making bodies turned to enabling measures, permitting cities and counties to impose levies of their own on certain types of business.

When the legislatures first began to convene, it became apparent that one of their principal headaches would be the problem of furnishing financial support to the cities. As a result of pressure from municipal governments, the legislatures passed many an act designed to allocate a certain portion of State tax receipts to local city governments. But more im-

portant to the industry were the enabling acts.

N. Y. Law Cretical

From the industry's point of view, the most drastic, and the most crippling, enabling measure passed during the recent legislative sessions was New York's law which permits counties to levy certain taxes. All counties in New York State, except for those in which New York City is located, are now permitted to impose a \$10 a ton on automatic merchandising machines, a tax on trucks and motor vehicles, a 2 per cent retail sales or use tax, a 3 per cent tax on luxury restaurants and a tax not to exceed 25 per cent of the State's existing tax on retail liquor licenses.

Automatic merchandising trade leaders took issue with the New York measure, pointing out that it was discriminatory and confiscatory. But in spite of their arguments the enabling act passed.

In Illinois, the legislature authorized city governments to impose a retail sales tax not to exceed one-half of 1 per cent of gross receipts. Before any city in Illinois can impose such a tax, the proposed ordinance must be submitted to the voters' approval in the particular city to be affected.

Propose Levy on Profits

In Minnesota, the legislature proposed and passed a measure which would levy a 1 per cent tax in Minneapolis on earned profits from businesses, and the same tax on profits from wages and salaries. When the measure was put up for vote on a referendum, it was rejected.

Oklahoma likewise granted cities the authority to place a 1 per cent consumer's sales tax, but cities who wish to collect such a tax must first demonstrate that they have undergone a major catastrophe. New Jersey passed an act which allows sales and summer resort cities on the Atlantic to enact a 3 per cent selective sales tax.

Pennsylvania's recent legislative session empowered all local governments, except first class cities and first class school districts, to assess any taxes which the State has the power to tax but does not already tax. (This could, conceivably, have a great effect on the industry.) West Virginia likewise empowered local governments to impose an annual privilege tax on business and occupations which the States also taxes.

NCA Council Assists Candy

Company in P-R Activities

CHICAGO, Aug. 30.—Council on Candy of the National Confectioners' Association (NCA) is assisting the Homer J. Williamson, Inc., candy firm in Indianapolis in presenting educational and nutritional information about candy before the public.

Williamson firm, in currently carrying on a visitor program at its plant which is said to draw over a thousand persons during a year, is furnishing each visitor with literature which is supplied by the council. This consists of copies of *Facts About Candy* and *Candy and Other Energy Foods* along with reprints of newspaper features referring favorably to candy.

Council is new motion picture, *Candy and Nutrition*, will be offered along with wall charts and literature for use in school class rooms, civic and church organizations beginning in September.

Park Meters for Warrenton

WARRENTON, N. C., Aug. 30.—The town commissioners decided at a meeting last week to install parking meters immediately.

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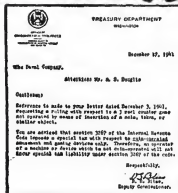
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No coin chute, no cash box! Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register. Re-inserting key takes plays off visible register, and adds them on a concealed register for operator's checkup! As on a punchboard, player pays up when he quits! Because player is not limited by availability of right kind of coins, and it's easy to pull that handle again and again, these terrific games actually take in more than coin-operated machines. ORDER TODAY!

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See Cigarette Tax in Miami As Dead Duck

MIAMI, Aug. 30.—City officials held out little hope this week of a successful fight to retain Miami's 10 per cent tobacco tax after the rejection of a compromise offer made by the opponents of the tax measure (The Billboard, August 30).

Chief point in the suit against the tax is that it imposes its levies on the price of tobacco products after the addition of federal and State taxes.

Tuesday (26) Circuit Judge Marshall C. Wisheart declared invalid

Miami's hotel tax, basing his decision on a Supreme Court decision which made the city's night club and hotel tax invalid. Forces which are attacking the tobacco tax are basing their fight on the same points of law that have brought invalidation of the night club and hotel taxes—the city does not have the power to enact such taxes.

Court test on the tobacco tax has been reset for hearing in Circuit Court September 17. Case was recalled at the request of R. K. Bell, attorney for the opponents of the tax measure.

Meanwhile, Miami finance officials were drafting plans for new ways of raising funds to carry out the city's \$7,500,000 budget. If the tobacco tax is ruled invalid along with the hotel and night club taxes, the city treasury is expected to suffer.

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Mills Black Cherry Bells,	
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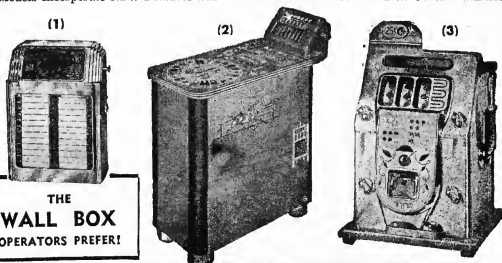
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Co. 0317



Buckley Manufacturing Co.

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533



SPECIAL—THIS WEEK ONLY

5 Pinch Hitters, Roll Down Game.....\$100 each
Originally \$450.00

M. S. GISSER, Sales Mgr.

ORIGINAL MILLI BELLS

5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00

BRAND NEW

Chicago Model "Universal" Line
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
5 Blue Fronts \$5.00
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NEW CONSOLES

Evans Victor Book \$22.00
Evans Victor Book \$22.00
Evans Victor Book \$22.00
Evans Victor Book \$22.00
Evans Victor Book \$22.00
Evans Victor Book \$22.00
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Evans Victor Book \$22.00

BRAND NEW

Packard Wall Box \$17.00
Packard Wall Box \$17.00
Packard Wall Box \$17.00
Packard Wall Box \$17.00
Packard Wall Box \$17.00
Packard Wall Box \$17.00
Packard Wall Box \$17.00
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Packard Wall Box \$17.00
Packard Wall Box \$17.00

USED POST WAR GAMES

100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
100 Pin \$17.00
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MUSIC

5 51 Whirlwinds \$100.00
5 51 Whirlwinds \$100.00
5 51 Whirlwinds \$100.00
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5 51 Whirlwinds \$100.00
5 51 Whirlwinds \$100.00
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5 51 Whirlwinds \$100.00
5 51 Whirlwinds \$100.00

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS.

BALANCE C. O. D. F. O. B. CLEVELAND

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 12, OHIO

Phone: Prospect 5318-17

SILVER KING

3 Whirlwind 16-1/2 Size
3 Whirlwind 16-1/2 Size \$195.00
10 Whirlwind 14-1/2 Size
10 Whirlwind 14-1/2 Size \$75.00
4 Bowler Machine
4 Bowler Machine \$6.00
5 Jolly Jester
5 Jolly Jester \$55.00
Roll Down \$55.00
10 Jolly Jester \$55.00
10 Jolly Jester \$55.00

CIGARETTE VENDERS

5 National B&S \$5.00
5 National B&S \$5.00
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RACERS

0 Baker's Race with
0 Baker's Race with \$175.00
0 Baker's Race with
0 Baker's Race with \$175.00
0 Baker's Race with
0 Baker's Race with \$175.00
0 Baker's Race with
0 Baker's Race with \$175.00
0 Baker's Race with
0 Baker's Race with \$175.00

USED VENDERS

200 Newhuntsman
200 Newhuntsman \$8.50
10 Silver King Roll Down
10 Silver King Roll Down \$7.50
10 Silver King Roll Down
10 Silver King Roll Down \$7.50
10 Silver King Roll Down
10 Silver King Roll Down \$7.50
10 Silver King Roll Down
10 Silver King Roll Down \$7.50

ARCADE EQUIPMENT

2 Little Lancers \$175.00
2 Little Lancers \$175.00
2 Little Lancers \$175.00
2 Little Lancers \$175.00
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2 Little Lancers \$175.00

COIN-O-MATIC CHANGERS

Actually and automatically
change quarters and dimes to
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NEW COUNTER GAMES

100 Pin \$45.00
100 Pin \$45.00
100 Pin \$45.00
100 Pin \$45.00
100 Pin \$45.00
100 Pin \$45.00
100 Pin \$45.00
100 Pin \$45.00
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BRAND NEW SCALES

100 Pin \$15.00
100 Pin \$15.00
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USED SCALES

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8 MILLI VEST POCKETS

Reconditioned, \$35.00
Reconditioned, \$35.00
Reconditioned, \$35.00
Reconditioned, \$35.00
Reconditioned, \$35.00
Reconditioned, \$35.00
Reconditioned, \$35.00
Reconditioned, \$35.00
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Reconditioned, \$35.00

BRAND NEW

100 Pin \$15.00
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DELUXE DRAW BELLS

100 Pin \$15.00
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OTHER BARGAINS!

100 Pin \$15.00
100 Pin \$15.00
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NEW GAMES—Write for prices!

100 Pin \$15.00
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100 Pin \$15.00
100 Pin \$15.00
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100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00

THIS SPECIAL \$35.00 each or 4 for \$150.00

100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00
100 Pin \$15.00
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OTHER BARGAINS!

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NEW GAMES—Write for prices!

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Yank in Germany
Says Match, Cig
Vendors Lay Idle

CHICAGO, Aug. 30.—According to a report from an American civilian, Edward Breitenkamp, on government business in Frankfurt, Germany, cigarette vendors in that city have not been in operation since the fall of 1939.

The German cigarette machines, Breitenkamp says, are usually found in outdoor locations. As a general rule, they were painted red, and many had a glass panel displaying the product together with a yellow cellulose sheet to protect the printing dyes on the package from sun fading. These vendors sold a package of six cigarettes for 20 pfennigs (about 8 cents). Very few of these still in existence could be put in operation because of missing or rusted parts.

Breitenkamp also reports seeing a number of match vendors, some shaped and painted like a match. These machines, too, were not operating because of lack of maintenance and because merchandise is not available. Should parts and merchandise by some miracle be obtained, the vendors still would not be usable because of the hoarding of coins by the Germans. Coins, which are made of a zinc alloy and aluminum, are scarce enough anyway so that it is difficult to find one to use a coin telephone, Breitenkamp said.

KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR

INVESTS THAN ANY GAME MATH!

PENNY PLAY \$37.50 F.O.B. CHICAGO

ADD \$3.75 FOR NICKEL PLAY

ORDER TODAY. Try it for 10 days.

Money Back if Not Satisfied.

You Keep the Receipts!

BAKER NOVELTY CO.

HEADQUARTERS FOR SLOT MACHINES

AND BAKER PACHES

1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

Miami Beach, Fla.,
Passes Pinball Law

MIAMI BEACH, Fla., Aug. 30.—An ordinance which would prohibit anyone under 17 years of age from playing pinball games is being debated before city council here and attracting feature space in the city's newspapers.

The ordinance was passed by the council on first reading August 20. Its proponents said it was designed to prevent youths from playing the games, which they described as the popular pastime in the city of Miami Beach.

Considerable opposition to the proposed ordinance arose, however, when it was pointed out that the ordinance would subject owners of the games, or parents who "knowingly permit" their children to play the pin games, to fines ranging upwards to \$1,000.

Say Montana Travel
\$60 Million Year Biz

HELENA, Mont., Aug. 30.—Eventual rise of Montana's tourist business to position of second place in the State's principal industries was predicted by Governor Sam Ford recently during a press conference.

Currently, Ford said, Montana's tourist trade brings in about \$60,000,000 a year, and ranks next to agriculture and banking as money-making industries. It would pass mining as a revenue producer in the future he stated, but before that occurred more accommodations for tourists would have to be erected in the State.

ROY TORR

LANSDOWNE PENNA.

PARTS AND SUPPLIES

Coin Machine parts and supplies for all machines, both old and new. Write today for our free catalog.

AMERICA'S FOREMOST PARTS HOUSE

Heath Distributing Company

217 Third St. MACON, GA.

JACOB

COUNTER GAMES

All A-1 Reconditioned

MILLS VEST POCKET CHROME.....\$49.50

MILLS VEST POCKET BLUE AND GOLD.....39.50

MILLS VEST POCKET GREEN.....29.50

7/8 Dime, Bell and EXCHANGE

WE BUY, SELL AND EXCHANGE

247 Lous St. St. Louis 3, Mo.

Phone: Jefferson 1644

CALL ROY TORR

HOUSE CLEANING SALE!!!

DON'T OVERLOOK THESE BARGAINS!

Every machine clean and mechanically perfect. Ready for location.

This Special \$30.00 each or 4 for \$100.00 MEMBER

1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00
1 Bowler \$30.00

This Special \$35.00 each or 4 for \$150.00

1 Fast Top

1 Bowler \$35.00

1 Bowler \$35.00

1 Bowler \$35.00

1 Bowler \$35.00

1 Bowler \$35.00

1 Bowler \$35.00

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1 Bowler \$35.00

1 Bowler \$35.00

1 Bowler \$35.00

1 Bowler \$35.00

OLIVE NOVELTY CO.

2625 Lucas Ave., St. Louis 1, Mo.

(Phone: Franklin 3420)



BRAND NEW CLOSE-OUT!

PACKARD, MODEL 7
★ PACKARD HIGHWAYS, #400
BOXES—SPEAKERS
WRITE—PHONE—WIRE

JOE EISEN & SONS

612 10th Ave. New York 10, N. Y.
Circle 8-8276

Seeburg
DEPENDABLE MUSIC SYSTEMS
WITH SOUND DISTRIBUTION

GET IN LINE FOR PROFITS WITH LONDON BUYS!
PRICES ON LONDON EQUIPMENT SHAVE TO THE BONE! IN SUPPORT OF OUR NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

PHONOGRAPHS

They must be right before London ship! Every phonograph thoroughly reconditioned inside and out! Check this remarkable service! All worn electrical and mechanical parts replaced—new grille cloth—plastics replaced—cabinet beautifully refinished! A minimum of \$50 to \$75 in parts and labor goes into every machine to make it ready—and right—for your location!

Mills Throne of Music, Like New	\$124.50
Wurlitzer 427, 600, Victory, Completely Reconditioned	124.50
Wurlitzer 616A, Completely Reconditioned	89.50
Rock-Ola Imperial, Excellent Shops	89.50
Rock-Ola Super, Like New	199.50
Rock-Ola Windsor, Excellent Condition	124.50
Rock-Ola Menarch, Like New	124.50
Rock-Ola Standard, Perfect	174.50
Seaburg Regal or Crown, Completely Reconditioned	149.50
Seaburg Casino or Plaza, Completely Reconditioned	224.50
Seaburg Classic, Completely Reconditioned	300.00
8500 or 9500 R.S., mechanically perfect and Cabinet refinished in Marble-Gle, with new grille cloth	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Gle, with new grille cloth	310.00
8500 or 9100, R.C., Completely Reconditioned	235.00
8200, R.C., Completely Reconditioned	250.00

AIREON—Used, Like New.....\$325.00
Write for Quantity Prices

PHONOGRAPH ACCESSORIES

WS12 Seaburg Wireless Wollamette.....	Write for Price
WS12-12 Seaburg 3-Wired Wollamette.....	Write for Price
Seaburg Wind Speed Speakers.....	79.50
Rock-Ola Dial-a-Tune Wall and Bar Boxes.....	19.50
Spectroline, Like New.....	10.50

PIN TABLES

METRO.....	\$28.00	DIXIE.....	\$28.00	STARS.....	\$28.00
RED ORIF.....	28.00	10 TOWN.....	28.00	10 TOWN.....	30.00
RED DEWON.....	28.00	400 BOWLER.....	28.00	LINE-UP.....	25.00
SEABURG.....	28.00	THREE SCORE.....	28.00	SHUTTLE.....	25.00
WIND TOWN.....	28.00	SPOT-A-CARD.....	49.50	WILLIAMS.....	124.50
REPORT.....	28.00	SPOT-A-CARD.....	49.50	WILLIAMS.....	124.50
SCORING DAYS.....	28.00	SPOT-A-CARD.....	49.50	WILLIAMS.....	124.50
WILLIAMS TORNAO, Like New.....	\$175.00	SPOT-A-CARD.....	49.50	WILLIAMS.....	124.50

MISCELLANEOUS

Goebel, Chicago Coin, Like New.....	\$124.50	Chicago Metal Double Safe.....	54.50
Chicago Coin Mocker.....	49.50	Sturdy, Crackle Finish, Reinforced Type.....	54.50
A-1 Condition.....	49.50	Betty Alloy, Like New.....	49.50
Kenney Anti-Artificial Brown.....	49.50	Complete Black Cherry Cabinet & Casing with D.P. Sides & Front, Club Handle, Completely Assembled.....	32.50
Kenney Air Raider, Like New.....	49.50	Mills Owl.....	15.00
Champion Machine.....	29.50	25 Watt Bulbs, One of 120.....	15.00
Kenney Submarine, A-1 Cond.....	49.50	Chicken Saus with Conv. Perfect Bank Roll, 7 1/2, A-1 Condition.....	100.00
Betty Rapid Fire, Refinished and Reconditioned.....	94.50	Bank Roll, 9 1/2, A-1 Condition.....	125.00
Barting Practice, Excellent Shop.....	79.50		
Supreme Ice Roll, 9 1/2, Like New.....	125.00		
Roll-a-Ball with Barrel, Excellent Shop.....	125.00		

Terms: 1/3 Deposit, Balance C. O. D.
SEND FOR OUR COMPLETE LIST OF QUALITY EQUIPMENT
FORMERLY MILWAUKEE COIN MACHINE CO.

J. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8 WISCONSIN

Quiet Eating

SAN FRANCISCO, Aug. 30.—Popcorn vender sales may profit by the invention of a local theater manager. The manager, Irving M. Levin, has just invented a bag that should overcome the biggest objection to audience-munching in the auditorium—a noiseful popcorn bag that does away with that rasping crackle.

Levin described the new bag as a "hushed" model of especially processed, laminated cellophane. "It is the lamination that cuts out the crackle," he said.

West Coast Regional Meet of NCA Draws CandyMen to Seattle

SEATTLE, Aug. 29.—National Candy Manufacturers' Association's (NCA) Council on Candy August 19 regional meeting held here drew 135 guests and centered around the theme "Co-operation."

Smith H. Cady Jr., council director, stressed co-operation as a necessary ingredient in the formula for the success of any candy promotion, seconding a talk on the subject by John Hamilton, president of Hamilton Candy Company, Seattle. Also discussed was the council's advertising program and the motion picture, Candy and Nutrition, was shown.

Candy in General

Cady stated that "in our ads as well as in the movie we talk only about candy in general. Manufacturers and distributors recognize that only by working together co-operatively can we deliver the desired message. It is agreed that any consumer who frowns on candy frowns on all brands of candy, and no single company could successfully tackle the job of raising the stature of candy in general in the public mind."

Also seated at the speakers' table during the meetings were J. C. Haley, Brown & Haley, chairman of the Seattle group; H. E. Durmont, president of Northwest Candy Club; C. H. McKinstry, Imperial Candy Company; J. Langine Butler, Confection Anne Candy Company; F. K. Dent, Dent Chocolate Shops, and Harold Walsh, Paul F. Reich Company.

Council on Candy's Portland, Ore., regional meet held August 20 drew 95 guests. Members of two of the larger groups attending represented America's Candy Company, Confection America and Parkway Confections, Inc.

Cady spoke on the benefits of showing the candy motif before school groups, women's clubs and church organizations. "Obviously, this motion picture can do much to supplement our other promotional efforts, especially in relation to schools," he said.

Other officials at the speakers' table were S. B. Humphrey, Candy Products Company, chairman; N. H. Van Dusen, Van Dusen Chocolate Shops, Manufacturing Retailer Committee; and Norm Matschek, Pacific Brokerage Company, supplier committee.

New York City Considers Park Meters in Test Area

NEW YORK, Aug. 30.—Long discussed use of parking meters in New York to alleviate the continually increasing parking problem was discussed another step this week, when Harris Chasanoof, president of the Rockaways Chamber of Commerce, suggested that the meters be tested in that area.

"The Chamber of Commerce of the Rockaways," stated Chasanoof, "has been advocating the installation of parking meters at our peninsula for a number of years. In 1946 it was instrumental in having the parking meter bill introduced in the State Legislature."

"Since the city under existing State law can install parking meters, and since the installation of parking meters has proven satisfactory to those cities where it has been tried, we respectfully urge the city of New York to formulate the necessary plans for the installation of these meters at specified locations in the Rockaways."

"We sincerely feel that this is a logical and constructive step toward eventual solution of our parking dilemma."

Several New York daily newspapers, in the past few weeks, also have asked the city to consider the use of parking meters in the midtown area.

DO YOU NEED NEW MACHINES? WE HAVE...

New A. B. T. Machines
New Ball-O-Matic Machines
New Daily Machines
New Event Machines
New Game Machines
New Williams Machines
New Multiscope Machines
New Pace Machines
New Quire Machines
New Columbus Vendors
New Master Vendors
New Walling Vendors
New Victor Vendors
and New Phonographs, Etc.

Write for detailed circulars on these new machines.

DO YOU NEED NEW MACHINES?

Thoroughly checked and ready for use. Write for exact list of have various lists.

**The VENDING
MACHINE CO.**
FAYETTEVILLE, NORTH CAROLINA
U.S.A.

ARCADE OUTFITTERS 'SINCE 1912
THE FOLLOWING FACTORY RECONDITIONED AND BEAUTIFULLY REPAINTED MACHINES WORK AND LOOK LIKE NEW:

BASEBALLS

Western Dials.....	\$125.00
Scientific Baiting Practice.....	85.00
Scientific Upright Basketball.....	85.00
Scientific Upright Basketball.....	85.00

Blow Ball (Uprights).....	\$125.00
Blow Ball (Uprights).....	125.00
Might Machine.....	25.00
Girl Machine, Milwaukee Vends.....	45.00

1-4, 1-26, 2-27
FREE ILLUSTRATED PRICE LIST.
New or Rebuilt Amusement Machines—Any Make or Model—Paris, England and Canada—Write for Price List.

MIKE MULLER
810-614 W. 34th St. N. Y. 18

MARVEL BUILDS MIGHTY FINE GAMES!

**MARVEL
MANUFACTURING CO.**

FOR SALE

IN WESTCHESTER COUNTY, N. Y.
PINBALL & AMUSEMENT ROUTE
Consists of 90% Post-War Games (Int'l) 1 truck and large selection of Parts. This Route is well established and must be sold to be appreciated. All returns confidential. Will sell all or take in part.

BOX 239

THE BILLBOARD
1564 Broadway, New York 19, N. Y.

Give Details of Roberts, Idaho, New Bell Machine Ordinance

(Continued from page 123)

the sum of \$500 for each device, shall be applied toward the gross license fee hereinafter fixed, and shall be filed with the village clerk. Such application shall be presented to the village council at any regular or special meeting of the board of trustees for approval or disapproval. If the village council determines that said application fully complies with all the provisions of said House Bill No. 43 and this ordinance, it shall approve such application and authorize the clerk to issue a license for each such machine so approved as hereinafter provided. In the event such application be disapproved, the tendered license fee shall be returned to the applicant.

Section 4. No coin-operated amusement device may be operated on any premises except those owned or leased by the licensee. No person other than the licensee may have any legal, equitable, or financial right, title or interest in such device whether by ownership, mortgage, conditional sales contract, or otherwise, nor receive any rental or remuneration therefrom or from the operation thereof.

Section 5. The license fee required for the obtaining of the license stamp for the operation of said coin-operated device shall be the sum of five hundred (\$500) dollars for each calendar year, which license fee shall be pro rated as beginning with the actual month of issue for the remainder of the calendar year, and the license fee shall include the license for the month in which the same is issued. Of the license fee so collected on each of such devices licensed, \$125 thereof, or the pro rata portion thereof if issued

for less than a full calendar year, shall be collected for the State of Idaho, and \$125 thereof, or the pro rata portion thereof if issued for less than a full calendar year, shall be collected for Jefferson County, and the balance of said license fee shall be deposited in the general fund of the village.

Provided further that the moneys so collected by the village for the State of Idaho and the county of Jefferson shall be deposited in and kept in a special trust fund and remitted to the treasurer of the State of Idaho and the treasurer of the county of Jefferson, Idaho, quarterly on April 1, July 1, October 1 and January 1 of each year.

Section 6. The license issued under this ordinance shall be in the form of a license stamp, and a separate license must be issued for each coin-operated amusement device. The licensee, immediately upon issuance thereof, shall securely affix the said stamp to the coin-operated amusement device in a conspicuous place, and cancel the same by cutting it cross-cross with a sharp instrument.

Section 7. (a) No license stamp shall be used on any device other than the one for which the said license stamp is issued; provided, however, the village council may authorize the issuance of a substitute license upon presentation to village council of a duly verified application, on a form to be provided by village, showing such a device to have become wholly or in part worn out, accidentally broken or accidentally destroyed to such an extent that it is rendered useless. The substitute license shall bear the same license number as the one

originally issued and shall be designated a substitute license and the same shall have thereon the name of the owner, location, type and serial number of the device for which the substitute license is issued. Such substitute license shall be affixed to the device for which it is issued and be canceled in all respects as required by law for an original license. The original license shall then be void and shall be destroyed by the licensee.

(b) The village council may authorize the transfer of a licensed device, with the license stamp attached from the owner thereof to another person or from one location to another location on application by the licensee, or his transferee, on a form to be provided by the village council, a permit for said transfer shall be issued by the village clerk, which permit shall bear the same number as the license stamp issued for said device and the name of the transferee. Said permit shall be affixed to the device transferred and shall be canceled in the same manner as the license stamp thereon. The license stamp originally issued shall remain on said device so transferred.

(c) A fee of \$5 shall be collected by the village clerk for each substitute license or permit, and the same shall be placed in the general fund of said village.

Section 8. Revocation and cancellation. If any licensee of a coin-operated amusement device violates any of the provisions of this ordinance or any of the provisions of said House Bill No. 43, or is convicted of violating any of the provisions of said House Bill No. 43, the village council is hereby authorized to and empowered to revoke all licenses to operate such devices issued to said licensee; provided, however, that in the event it is brought to the attention of the village council that such violation or violations have taken place then, before revoking such licenses, the village council shall cause a notice in writing

to be served upon such licensee setting forth in general terms the violations claimed to exist or to have existed, and such notice shall provide a time for hearing thereon before the village council, which date of hearing shall not be less than (10) days nor more than twenty (20) days from the date of service of said hearing, the village council, upon finding that the provisions of said ordinance or the provisions of said State law, said House Bill No. 43, have been violated by such licensee, such license or license shall be revoked, and no refund of any unused portion of the license fee paid shall be made to the licensee.

Section 9. Any violation of the provisions of this ordinance the penalty for which is not provided for by said House Bill No. 43 shall be unlawful, and any person so violating such provisions shall be guilty of an offense, and upon conviction thereof shall be fined not to exceed \$100, and upon failure to pay such fine shall be confined in the village jail not more than 30 days, or by both such fine and imprisonment, in the discretion of the court.

Section 10. If any section, provision or clause of this ordinance shall be declared invalid or unconstitutional by a court of competent jurisdiction, it shall not affect the validity of the remainder of this ordinance, but said ordinance shall be construed as the such invalid or unconstitutional provision were not incorporated therein, and the village council (or village board of trustees) hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrases be declared invalid or unconstitutional.

Section 11. That all ordinances, or parts or ordinances, insofar as they are in conflict herewith, be, and the same hereby are, repealed.

Section 12. This ordinance shall be in force and effect from and its passage, approval and publication.

GRAND OPENING!

FRIDAY AND SATURDAY, SEPTEMBER 12, 13

A big time for operators, jobbers and distributors! Genial "Chris" Christopher is your host! Fun and refreshments! Newest Bally Equipment on display. Don't miss the "CONVENTION AT CHRIS" on Friday and Saturday, September 12 and 13. Remember the date and be sure to attend!

CHRIS NOVELTY COMPANY

1217 N. CHARLES STREET

BALTIMORE 1, MARYLAND

BALLY REGIONAL DISTRIBUTOR

MARYLAND • DELAWARE • VIRGINIA • PENNSYLVANIA



Our weekly SUPERSPECIAL is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad EARLY every week.

FREE PLAYS

ABC Bowler	\$ 22.50	O.J. Joe	\$ 22.50
Anchor	22.50	Ronnie	150.00
Armada	22.50	Kliray	148.00
Art's Best	22.50	Lullington	118.00
Big Hit, Single	40.00	Miss America	150.00
Big League	75.00	Warrior	143.00
Bingo	22.50	Oil Duck	22.50
Champ	75.00	Paradise	22.50
Cross Fire	150.00	Box Breeds	80.00
Fast Ball	22.50	Venus	22.50
Fox Hunt	104.00	Muscle	175.00
		Blue Girl	154.00

CONSOLES

Keeney Bonus Super Bell, FP/Comb.	\$ 390.50	48 Twin Don Bell, FP, 5/55	\$115.50
Keeney Super Bell, FP/Comb.	50.00	Jennings Bobbitt, Tot., FP	32.50
Keeney 4-Way Bonus Bell, 5/15/5/25/5	174.50	Jennings Elmer Moon, Tot., FP	32.50
Bally Club Bell, FP/Comb.	45.00	Jumbo Parade	32.50
Pace Twin Bell, C-P/O, 5/25/5	75.50	Wooling Bell Game	32.50
Pace Starburst, FP/Comb.	55		

ONE BALLS

Victory Rocket	\$279.50	Whirlway	\$ 39.50
Big Parlor, FP	275.50	Fortune	29.50
Record Time, FP	39.50		

MUSIC

Rock-Ola BM-10	\$ 50.00	Whirlway 24 W/Adaptor Flood af.	
Rock-Ola Commando	155.50	Midway with 12 Keeney W/Bones	\$150.00
Whirlway 100	200.00	Whirlway Deluxe	425.00
Whirlway 550	209.50	Whirlway 510 (110V, D.C.)	134.00
Peckard Wall Bells	22.50	Bentley 5200	154.50

SLOTS

Mills 25¢ Gold Chrome	\$105.00	Columbia Bell, B.P.	\$ 49.50
Mills 5¢ Copper Chrome	28.50	Columbia Bell, 5¢ Clg. Bell	34.50
Mills 5¢ Original Chrome	89.50	Columbia Bell, Deluxe Club, '40	115.50
Mills 5¢ Ball Frank	19.50	Callin, 10¢	79.50
Mills 5¢ Gold Chrome	89.50	Jennings 10¢ Club	79.50
Mills 5¢ Ball Chrome 5¢	15.50	5¢ Drive 5¢/10¢/15¢	149.50
Mills 10¢ Liberty Bell	29.50	Jennings 5¢ Silver Club	74.50

ARCADES

Panoram (Viewing Show)	\$279.50	Wool-Bell, 5¢	\$149.50
Bally Defender	84.50	Wool-Bell, 5¢	189.50
Genie Whiz w/stand	44.50	Aladdin Bumper	209.50
Chi-Chin (Double indefinite and rebill)	109.50	Stand for A.P. C. (Double)	5.75
Genie Whiz w/stand (New)	70.50	Ten Horse, 10¢ FP	169.50

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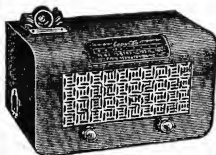


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Jennings Standard Chief, 10¢	279.00
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Up! Chief, 5¢	324.00
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BALANCE C. O. D.



EST. 1930

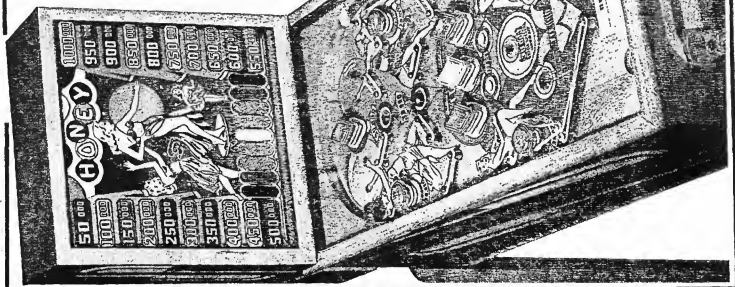
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NEW BALLY TRIPLE BELLS	WRITE	NEW KEENEY BONUS 3-WAY	WRITE
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EVANS 1648 BANGTAILS, P.P., P.O.	225.00	MILLS & SELLER, LAYE, S.E.-S.	145.00
BALLY OLIVE BELLS, P.P., P.O.	145.00	MILLS & SELLER, ORIO, S.E.-S.	145.00
MILLS JUMBO, LAYE, P.P., P.O.	145.00	KEENEY TWINE, P.P., P.O.	145.00
KEENEY SUPER BELLS, P.P., P.O.	145.00	KEENEY SUPER BELLS, P.P., P.O.	145.00
MILLS JUMBO, LAYE, P.P., P.O.	145.00	KEENEY SUPER BELLS, P.P., P.O.	145.00
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WURLITZER MODEL 850	145.00	SEEBURG RECAL ROCK-OLA LIVE	145.00
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12" P.M. Resistor	5.00	15 Coin Changer	7.50
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**\$19.50
EACH**
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PIN GAMES AT
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3 GAMES FOR THE
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CRATED • READY TO SHIP • READY FOR LOCATION

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TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

NOW—THE WHOLE RANGE OF COLOR IN "TALKING GOLD"

PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE

New Glamour—New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention. Greatly increases playing popularity.

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214	12.40	Plozo	4.05
600	3.90	Gem	3.00
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750	1.00	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95

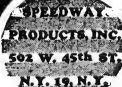
ROCK-OLA

Standard

If your model is not listed above,
write for further information.

TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

YOU SAVE MONEY AND GET A BETTER PRODUCT
WITH "TALKING GOLD" IN COLORS BECAUSE
"TALKING GOLD" IS A PLASTIC AND WILL NOT
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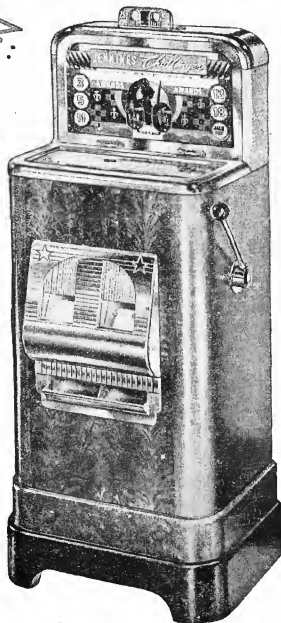
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WITHOUT RISK OR OBLIGATION

Just think of it! The sensational new Jennings Twin-Play Challenger — in 5c-5c, 5c-10c, 5c-25c Play — is yours for 7 days without risk or obligation!

This compact (23" x 17") new Jennings console has a rich walnut finished cabinet that blends beautifully with any surroundings. Its flashing chrome jackpot draws the players and keeps them playing. The Challenger actually has two coin chutes and two jackpots, but only one mechanism.

Place your order today. If for any reason, at the end of 7 days, you are not satisfied that the Challenger is the best machine for you — just send it back to the company in the same condition, less usual wear from play — and your money will be immediately refunded. All you spend is transportation cost to and from the factory.



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Please enter our order for No. _____ Challengers in following denominations.

(circle) 5c-5c 5c-10c 5c-25c
We understand that if we are not fully satisfied with the Challenger after using it for seven days, we may return machine, transportation prepaid, and receive our money back.

☐ Enclosed is check for _____ \$595.00 ea.
☐ Please ship C. O. D. _____ \$595.00 ea.

☐ Please have your dealer contact me for demonstration.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

COVEN'S COIN CORNER

TO ALL OPERATORS!!!!

Are you progressive . . . or, do you hesitate too long before you act?

Don't deprive yourself of the TREMENDOUS EARNINGS that EUREKA will bring to ANY of your locations!

EUREKA — the 5 Ball Game with ONE BALL PROFITS!

See EUREKA in ACTION! CONVINCE YOURSELF!

DON'T WAIT! DON'T HESITATE! ORDER TODAY! COME IN AND SEE IT!

USED CONSOLES

ALL RECONDITIONED AND GUARANTEED	
\$5 Big Game, F.P.	\$4.50
\$5 Big Game, F.P.	\$4.50
\$5 Big Time, P.O.	\$4.50
\$5 Big Time, P.O.	\$4.50
\$5 Four Balls, Late Model	\$4.50
\$5 Gatling Game, 42, J.W. Very	
Good	\$4.50
\$5 Jumbo Parade, P.O., L.M.	\$4.50
Animal Ball	\$4.50
Mills Three Ball, Exceptional Good	\$4.50
Condition	\$4.50
Mills Ball, 55556, Special	\$4.50
May Ball, 22, 20, 5th Special	\$4.50

USED 1 BALLS

Victory Boy's Auto Shuffle	\$109.50
Blue Grant	\$59.50
Grand National	\$59.50
Remond Time	\$59.50
Spout Special	\$59.50
Spout Extra	\$59.50
Spout Extra	\$59.50

USED SLOTS

Rebuilt Original Chrome Front, 55	\$195.00
194	\$195.00
254	\$195.00
Complete Re	\$195.00
Only Black Cherry, 186, Special	\$195.00
Like New	\$195.00
Blue Front, 55	\$195.00
Felding Bands	\$195.00

NEW MACHINES

SPECIAL!

Horns	\$199.00
-------	----------

USED ARCADE

ART Laid Model	\$37.50
Bomber Ball Drill	\$54.50
Champion Hockey	\$59.50
Chap. Coin Hockey	\$59.50
Mythical	\$59.50
Parlor	\$59.50
Butcher Practice	\$59.50
Like Lemon	\$59.50

FOR
WIRE,
PHONE,
WHITE

YOUR
Bally
EQUIPMENT
See...

EXCLUSIVE BALLY DISTRIBUTOR

COIN MACHINE DISTRIBUTING CO.

Phone: INDEPENDENCE 2210

USED 5 BALLS

Eureka Standard	\$4.50
5-10-20	\$4.50
Harmon	\$4.50
Big League	\$4.50
Widney	\$4.50
Sky Blazer	\$4.50
Superior	\$4.50
Shewchuk	\$4.50
Victory	\$4.50
Trade Winds	\$4.50
Proctor	\$4.50
Opportunity	\$4.50
Burt Queen	\$4.50
Double Barrel	\$4.50
Knacker	\$4.50

NEW FIVE BALLS

Ballyho	\$279.50
Man's Life	\$279.50
Navy	\$279.50
Margie	\$279.50
Naval	\$279.50
Gold Ball	\$279.50

NEW GAMES

BALLY EUREKA	\$499.50
BALLY TRIPLE BALL	\$499.50
BALLY DE LUXE DRAW BALL	\$519.50
BALLY HI-BAY	\$519.50

STOP! LOOK! READ!
PARTS SPECIALS

Small White Live Rubber Rings	\$3.50
Per 1000	\$27.00
Medium White Live Rubber Rings	\$4.00
Per 1000	\$36.00
Large White Live Rubber Rings	\$4.50
Per 1000	\$40.00
Extra Large White Rubber Rings	\$5.00
Per 1000	\$45.00
Arch Ball Rubber	.05
Per 100 Pk.	\$5.00
Playfield Glass, 21x52, Single Shot	2.50
Glass of nine (9)	\$20.00
Playfield Glass, 21x43, Single Shot	2.50
Glass of eight (8)	\$20.00
250 Lamps, Each	.10
Per 100	\$8.00
Table 105 W. Gun	15.00
Ball Shooter Spring, heavy of Ball	3.00
Per 100 Pk.	.20
Plastic Ball Litter Covers for BALLY Games, Each	.20

WHILE THEY LAST!
\$12.50 Superior Kit and 80 Assorted Rubber Rings with 250 Rubber Balls \$10.00
Large Yellow Live Rubber Rings
Per 100 Pk. \$2.50
Medium Yellow Live Rubber Rings
Per 100 Pk. \$2.50
1/2 Deposit With Order, Balance C. O. D.

OPERATORS in our TERRITORY Let us help you expand with our most successful Finance Plan. Come in and discuss it with us.



MILLS LATEST MACHINES

GOLDEN FALLS

You can make MORE MONEY with the new Golden Falls Hand-Laid Jackpot. It is made of all steel. It has a "come-on" appeal. Full details on all these and the "Come-On" features. Write for literature and order full details on this unusual Ball. Immediate delivery in 50, 100, 250 and 500 play.

WRITE FOR PRICES

JEWEL BALL
If you want to increase your profits, use the new Jewel Ball on location. It is made of all steel. It has a "come-on" appeal. Full details on all these and the "Come-On" features. Write for literature and order full details on this unusual Ball. Immediate delivery in 50, 100 and 250 play.

WRITE FOR PRICES
IMMEDIATE DELIVERY



MILLS Q T

A "Pop-Top" Ball. The new Q T is an entirely new design with mechanical front painted Blue and Gold, and made to give Operators unlimited service. It is modern and bright and cheerful in any type of location. No wonder anyone will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Sales

NEW VEST POCKET BALL

The Vest Pocket is a complete Ball. It is made of all steel. It has a "come-on" appeal. Full details on all these and the "Come-On" features. Write for literature and order full details on this unusual Ball. Immediate delivery in 50, 100 and 250 play.

Established 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

SICKING, INC.

COIN MACHINE OF PITTSBURGH

Is Pleased To Announce That They Are Ready To Make Deliveries of . . .

FILBEN MIRRO—CLE CABINETS	\$325.00
FILBEN HIDE-A-WAYS	\$398.00
FILBEN SPEAKERS	12.95

For Immediate Delivery

Mills Black Cherry	Bally Buck	Exhibit Ranger
Mills Golden Falls	Bally Noe	Chicago Coin Play Boy
Mills Jolly Ball	William Terchy	Conco Money
Visit Pockets	United Money	Kenny City
Three Ball	William Terchy	Equipe Sport
Chap. Rival	William Terchy	
Double Sale Stand		

Lack of Floor Space Forces Us To Sacrifice Pin Tables at the Following Prices . . .

\$29.50	\$39.50	\$49.50
ABC Bowler	Lucienne	Beck
Alert	Majors, 1st	Action
Roller Up	Miami Beach	Big Parade
Roller Up	Pennant	Brill
Roller Up	Pop	Crash Canyon
Roller Up	Slip the Lip	Keep Em Flying
Roller Up	Caplain Kid	Playtime
Roller Up	Slip the Lip	Shangri-La
Roller Up	Slip the Lip	Spot Pool
Roller Up	Slip the Lip	Swam
Roller Up	Slip the Lip	Victory
Roller Up	Slip the Lip	Zeus

USED SLOT MACHINES

Slightly Used Columbia Ball	\$5.00	50 Mills Brown Fronts	\$60.00
3 Way Kenney Bonus Ball	\$5.00	100 Mills Brown Fronts	65.00
50 Mills Blue Fronts	\$5.00	250 Mills Brown Fronts	70.00
100 Mills Blue Fronts	\$5.00	500 Mills Brown Fronts	75.00
250 Mills Blue Fronts	\$5.00	500 Mills Brown Fronts	75.00
500 Mills Blue Fronts	\$5.00	500 Mills Brown Fronts	75.00

1/3 Deposit Required With Order. Please Name Second Choice.

COIN MACHINE DISTRIBUTING CO.

500 NORTH CRAIG STREET

PITTSBURGH 13, PA.

Put the "Plus Sign" on your profits!

USE MILLS BELL TYPE COIN MACHINES



Q T BELL
A 35 pound money-maker



BLACK CHERRY BELL
The operator's all around Bell



GOLDEN FALLS BELL
Hand Load Jackpot model



JEWEL BELL
Newest and most modern Bell

Bell-O-Matic Corporation

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

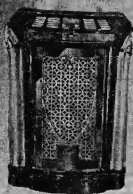
WH-O-O-PS! HERE COME THE JONES BOYS!



Nope, we've never seen a flying saucer and we don't know what they look like. But you can bet your bottom dollar that when flying saucers can be used for deliveries, we'll be right there, shootin' out Seeburg, Bally and Jennings equipment in record time.

For there's no secret about how the Jones Boys got to be leaders in this field in the Intermountain West—we did it just by being way ahead in every thing—tops in merchandise, dependable service, fast deliveries.

Yes, sir—you can always count on the Jones Boys!



JONES
DISTRIBUTING COMPANY
Exclusive Distributors of Seeburg - Bally - Jennings
127 East 2nd South Salt Lake City 1, Utah
1454 Welton Street Denver 2, Colorado

FLYING SAUCER SPECIALS

(All Equipment Reconditioned and Ready for Location)

SEEBURG

8250, Cut Down to Lo-Tone, Refinished and Reconditioned	\$350.00
8800, Cut Down to Lo-Tone, Refinished and Reconditioned	350.00
9800, Cut Down to Lo-Tone, Refinished and Reconditioned	250.00
Colonel, R. C. E. S., Refinished Marble-Glo and Reconditioned	255.00
Cleonic, R. C. E. S., Refinished Marble-Glo and Reconditioned	235.00
Concert Master, R. C. E. S., Refinished Marble-Glo & Reconditioned	250.00
Cadet, Refinished Marble-Glo and Reconditioned	185.00

WURLITZER

950	\$275.00
850	275.00
800	155.00
600	135.00
616	45.00
Victory 500	95.00

ROCKOLA

Super '48	\$225.00
Standard '39	155.00
Commando	165.00
1422	525.00

BUCKLEY

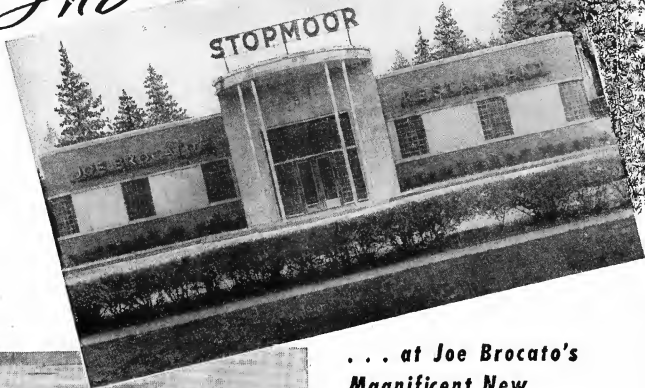
Twin 12 Metal Cabinet	\$75.00
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GANES

Midway Racer	\$ 89.50
Victory Derby, Like New	175.00

AMI	
Singing Tower	\$45.00
MILLS	
Empress	\$115.00

In Shreveport..



... at Joe Brocato's
**Magnificent New
Stopmoor Restaurant**

IT'S A **Seeburg**
MUSIC SYSTEM

... Scientific Sound Distribution
that's engineered as carefully
as air-conditioning!

If you want a Southern exposure to music the customers love, Seeburg music, that is... stop in at the "Stopmoor", Shreveport's beautiful new restaurant, and hear the super Seeburg system installed by Robert Ehrhardt, owner of Lee's Novelty Co. Seeburg operators are getting the big breaks... the big locations these days because Seeburg is the "daddy of them all" in music systems... presenting music that's never too loud... never too soft.



S. H. LYNCH & CO.

Exclusive Southwest Distributor

• Dallas, Pacific at Olive

• Houston, 910 Calhoun

• New Orleans, 832 Baronne

• San Antonio, 241 Broadway

• Memphis, 1049 Union Avenue

• Oklahoma City, 900 N. Western

HAWAII

by UNITED

... with

SUPER BONUS FEATURE

- INCENTIVE SCORING POCKETS
- HIGH SCORE BUILD-UP
- MANY WAYS TO
SCORE REPLAYS

**STEPPED-UP
PROFITS**

"GREATER THAN MEXICO"

**FIVE-BALL
NOVELTY
REPLAY**

SEE YOUR DISTRIBUTOR

UNITED MANUFACTURING COMPANY

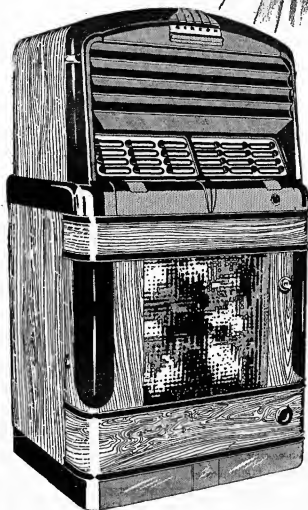
5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

Meet the **Aireon** **Blonde Bombshell**

1948
Electronic Phonograph
Sensation!



Some things are so difficult to picture in all their natural loveliness... a colorful rainbow, lovely symphonic music, the ever-changing moods of a beautiful sunset... you just can't seem to put them on paper. AIREON'S Blonde Bombshell is like that. Here is a picture of it... yes... but we still say... to really appreciate the dreamy loveliness, the terrific EYE APPEAL and EAR APPEAL of the Blonde Bombshell you must SEE it and HEAR it! Ask your AIREON Distributor.

Aireon
MANUFACTURING
CORPORATION



BALLYHOO

FASTEST MONEY-MAKER IN NOVELTY CLASS!

7 KICKOUT HOLES

SCORING 5,000 TO 50,000

HI-SCORE UP TO 560,000

18 DIFFERENT SCORE VARIATIONS

**NEW, IMPROVED
MECHANICAL-ELECTRICAL UNITS**

You haven't seen action till you've seen BALLYHOO—wildest action ever packed into a playfield! You haven't seen earning power till you've dipped your fists into a BALLYHOO cash box! One sample will convince you. Phone your distributor today!



CONVERTIBLE
5 OR 3 BALL
•
NOVELTY OR
FREE PLAY



BALLY ENTRY
•
SPECIAL ENTRY
•
TRIPLE BELL
•
DE LUXE
•
DRAW BELL
•
HI-BOY
•
HEAVY HITTER

EUREKA

EARN PAY-TABLE PROFITS IN 5-BALL SPOTS

FAST
5-BALL
PLAY
•
CONVERTIBLE
1 OR 2 BALL
PLAY

OPERATE AS
MULTIPLE
OR
SINGLE-COIN
GAME

FAMOUS FEATURES
OF BALLY'S GREATEST GAMES
•
CHANGING ODDS
•
MYSTERY SELECTIONS
•
3-SECTION PLAYFIELD

PLUS A-B-C-D
AND SPELL-NAME

Earn bigger, faster profits in your 5-ball spots. EUREKA combines all the skill-thrill features of Bally's famous multiples in a game designed for 5-ball territory. Ask your distributor for complete confidential details . . . and get going with EUREKA today!



Bally

MANUFACTURING CORPORATION

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

GIVE
TO THE
DANON BUNYON
CANCELS
FUND



INSTALL A

WURLITZER

Engineered Music System

**. . . for pleasing and
profitable sound level**

● Music that forces a location patron to cup his ear to hear it won't coax many coins from his pocket. Neither will music so loud that he has to cover his ears in self-defense.

It's been proved in thousands of locations. Music at the proper sound level is profitable music from the Music Merchant's standpoint.

Get that proper and pleasing sound level in any location, large or small, single or multi-room, with a Wurlitzer Engineered Music System.

Your Wurlitzer Distributor will check your locations with you. He'll show you—with Wurlitzer's complete line of Auxiliary Speakers—how to produce better-sounding, better-paying music in every location on your route.

**THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK**



MODEL 4008
Super De Luxe Wall or Ceiling Speaker



MODEL 4007
Oval De Luxe Speaker



MODEL 4004
Musical Note Speaker

HOW TO "Tailor" A MUSIC SYSTEM...

1. Take one Symphonola

America's foremost phonograph. Beautiful in appearance—efficient in operation. Multiple amplifiers permit independent control of speaker in phonograph and all remote speakers—no adapters or converters are necessary.



2. Add sufficient speakers for Scientific Sound Distribution

A pleasant background of music requires remote speakers. Scientific Sound Distribution assures no blare near the phonograph, no fade-away in far corners. The Seeburg line includes speakers for every requirement.



3. Make selection easy with Remote Control

Seeburg Wallomatics—either Wireless or 3-Wire—are your silent salesmen. Conveniently located they bring music right to the finger tips of the public. All twenty selections visible at one time—no knobs to turn—no "blind" listening to prearranged programs.



4. Provide the Essential Control

Here is the "key" to "tailored" music installations. The Seeburg Dual Remote Volume Control permits individual control of the Symphonola Speaker, separate control of remote speakers, cancellation of any record—all from a remote point.



5. Where required—install a Public Address System

Many locations will want the advantages of a P.A. System. The Seeburg Pre-Amplifier and Public Address System, with its own amplifier and volume control, permits use of Symphonola Speaker and remote speakers as a public address system. Music and announcements may be mixed.



6. For remote rooms Additional Amplification

Designed for locations with large auditoriums or many remote rooms. The Auxiliary Remote Control Amplifier is effective up to 1000 feet from the Symphonola. Individual volume control—operation is entirely separate from that of master amplifier in the Symphonola.



Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION
1300 N. Dayton St., Chicago 22

see your Seeburg Distributor for a demonstration